Nutrition Environment Measures Survey Store Measures (NEMS-S) Protocol for Online Data Collection

NEMS-S Survey Instructions

Stores to Audit
These measures are designed to rate the nutrition environments of grocery and convenience stores. There are other establishments that may offer food products to purchase that fall into an exclusions category (see below) and may be enumerated but not necessarily rated. However, based on your project’s purposes, you may decide to set different exclusion criteria for stores.

<table>
<thead>
<tr>
<th>Recommended Exclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishments that are not open to the general public, or those where you have to pay a charge just to enter. Establishments that sell a limited variety of food and are not mainly food or convenience stores.</td>
</tr>
<tr>
<td>Sam’s Club, Costco</td>
</tr>
<tr>
<td>Bakery</td>
</tr>
<tr>
<td>Drug stores (CVS, Walgreen’s, etc.)</td>
</tr>
</tbody>
</table>

Instructions
The basic principle of these measures is to gather information on comparable items across stores and types of food, so when possible, rate items within the same brand or exactly as specified.

Layout
The majority of the measures have a similar layout.
1. The first question for every measure asks if the category is sold at the store. If it is not, then mark no, click “Save and Next” at the bottom and continue to the next measure.
2. There are “healthier” and “regular” options listed for most measures. The healthier option is always listed first.
3. Under healthier and regular options, the preferred item, which is the item that you would ideally like to rate if it is available, is always listed first, followed by alternate items.
4. There is a Measure Complete box at the bottom of each measure for you to mark when you have completed the measure. There is nothing built in the system to flag a box that is overlooked.

Time
1. If auditing a grocery store, please go between 9 am and 4 pm. (This helps to ensure that items have been stocked for the day and are not sold out.)
2. If auditing a convenience store, please go before 4:30 pm or after 6 pm. (This helps to ensure that you are not in the way during a busy time as these stores are small.)
Availability
1. Before recording any information, first look for the preferred healthier item and the comparable regular item of the same brand.
2. If only one is available, look for the first healthier alternate listed to see if a comparison within the same brand is possible.
3. Once a comparable pair is identified, record the information. You may choose to include recording the information for the one preferred item that is available, in addition to the alternate comparable pair information. If so, write in comments “no comparable pair”.
4. If a comparable pair cannot be found, record a healthier and regular item that are as similar in price and size as possible.
   ❖ If an item is sold out, write “sold out” in the Comments section and record any available information. Continue down the list until an item is available or the list has been exhausted.

Pricing
1. If price is not available, ask a store employee at the cash register or at customer service.
2. Do not use a sale price unless it is the only price posted and write “sale price” in comments.

Photos & General Comments:
If you add the NEMS-S Photos module so raters can upload up to 4 photos into the NEMS-S audit form, remember to give raters instructions if there are specific photos you want them to capture. We suggest adding this module at the end as the last module. It also includes a general comments box.
Below are all of the NEMS-S measures listed in alphabetical order.

**NEMS-S Cover Page**

Fill in the following information:

- **Store type:** Grocery store, convenience store or other. “Other” would include any store that would not be classified as a grocery or convenience store (i.e., drug stores or specialty stores such as meat markets, green grocers, health stores).
  - **Other (Specify type):** The type of store if “other” is selected.

- **Secondary store type:** Mark the secondary category that the store fits into, if any (drug store, ethnic food store, corner store, general merchandise store, big box store or other).
  - **Other (Specify type):** Specify the secondary type of store if “other” is selected.

- **Number of cash registers:** Number of cash registers in the store (including any at the pharmacy or customer service). Each checkout register should be counted, even if a clerk is not there at the time of your visit. For stores that have a self-checkout area, include only the cash register(s) serving the self-checkout stations.

- **Other:** This “other” allows the user to customize a question for their specific project purposes. If not needed, the rater can select N/A.
# NEMS-S Measure: Baked Chips

## Baked Chips Definitions
- **Healthier items:**
  - Fat-free = 0 g fat/serving
  - Low-fat = ≤3 g fat/ per 1 oz. serving
- **Regular items:** > 3 g fat/ per 1 oz. serving

## Measurement Procedures

<table>
<thead>
<tr>
<th>Item</th>
<th>Size (ounces)</th>
<th>Available</th>
<th>Price</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Healthier option:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baked Lays Potato Chips</td>
<td></td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. For **grocery stores**, go to the MAIN chips/snacks aisle. For **convenience stores**, find where the smallest size packages of chips are located.

2. For the healthier option, locate Baked Lays® Potato Chips and select the **smallest** size that is **available** (Do not choose chips that come in multi-packs). Write in the number of ounces and if ounces is not a whole number, round up or down accordingly (e.g., if 9 ⅝ oz, write “10”).

3. If Baked Lays® are not available, mark “no” and look for an alternate chips item that has **≤3 g fat per one ounce serving** (Baked Doritos does not meet this criteria; however, if no other baked chips are available, look for the fat-free potato chips made with Olestra). Write the name, mark “yes” under available. Enter the number of ounces and record the price.

4. Record the **price** of the Baked Lays® or the alternate item.

5. Count and record the **number of varieties** of low-fat chips (**≤3 g fat per one ounce serving**), which includes different brands (Lays, Ruffles, etc.) and flavors (Plain, Ranch, BBQ, etc.) and type of chip (corn, potato, etc). The chips with Olestra count as well. It does **not** include different sizes of the same chip.

6. Repeat steps 2-4 for the comparable regular option, looking for the same brand and size that was available for the healthier option.
Baked Goods Definitions

1. Healthier items
   i. Fat-free = 0 g fat/serving
   ii. Low-fat = ≤3 g fat/serving
2. Regular item: energy dense = >400 kcal/portion or >3 g fat/portion

Measurement Procedures

1. Find the baked goods/pastries section in the store. If baked goods are not sold, mark “no”, measure complete and click “save and next” at the bottom.

2. For the healthier option, locate the single bagels sold. Choose a plain bagel to rate if possible. If available, mark “yes” and record the grams of fat and calories listed per bagel and the price. If grams of fat is not a whole number, round up or down accordingly (e.g., if 3.5 grams, write “4”). Mark “N/A” for the alternate items.
   • If an item does not have nutritional information, just record the price.

3. If individual bagels are not available, mark “no” and look for the smallest package of bagels. If available, mark “yes” and record the amount of bagels in the package, the grams of fat and calories listed per bagel, and the price.
   • For all of the baked goods, if more than one brand is available, use the brand that has the most shelf space of that item. If there are brands with equal shelf space, choose the brand with the name closest to the beginning of the alphabet.

4. If a package of bagels is not available, mark “no and continue down the list of alternates until an item is available or the list is exhausted.
   • If the alternate item is low-fat muffin:
     o For grocery stores, look for a pack of 4 low-fat muffins. If no 4 pack of low-fat muffins is available, choose the 6 pack. If no 6 pack is available, choose a smaller package. If regular and jumbo size muffins are available, choose the regular size. If only jumbo size muffins are available, write “jumbo” in comments.
     o For convenience stores, look for individually sold items (muffin and danish) first before packaged items. However, if the single muffins do not have nutritional information and a packaged one does, choose the packaged muffins.
   • Recording the nutritional information can be tricky as the serving size may not be equal to the entire item (e.g., the serving size may be only ½ of the muffin). Be sure to calculate the nutritional information for the entire item.

5. If the low-fat muffin is the available item for the healthier option of the Baked Goods, count and record the number of varieties of low-fat muffins across brands and flavors (blueberry, etc.).

6. For the regular option, look for a regular muffin. Follow the same procedures as for low-fat muffins. If available, mark “yes” and record the amount in a package, grams of fat per muffin, total calories per muffin and price. Mark “NA” for the alternate items.

7. If a regular muffin is unavailable, mark “no” and continue down the list of alternates.
Beverage Definitions
a. Diet soda - 0 kcal
b. Sugared soda – Regular
c. 100% juice – Natural fruit juice with no added sugars. Container must say 100% fruit juice on label.
d. Juice drink – Fruit juice with added sugar and water

Measurement Procedures

For the Soda:
1. Find the chilled beverage section in the store. If beverages are not sold, mark “no”, measure complete and click “save and next” at the bottom.
2. For the healthier option, locate the 12 oz can and 20 oz bottle of Diet Coca Cola (Diet Coke). If available, mark “yes” and record the price. Then mark “N/A” for the alternate item.
3. If the 12 oz can or 20 oz bottle is not available, mark “no” and look for an alternate brand of diet soda. Choose the brand with the most shelf space. If there are brands with equal shelf space, choose the brand with the name closest to the beginning of the alphabet. Write in the brand name, mark “yes” and record the price.
4. For the regular option, look for same brand and size of sugared soda to compare.

For the Juice:
1. For the healthier option, look for a 15.2 oz bottle of Minute Maid 100% juice first, then Tropicana, then Other. If available, mark the brand and “yes” for available, and record the price. Mark “NA” for the alternate item.
2. If no 15.2 oz bottle of 100% juice is available, mark “no” and determine if another size of Minute Maid 100% juice is available, then Tropicana and then Other. If available, mark the brand and “yes” for available, record the size of the bottle in ounces and record the price.
3. For the regular option, look for the same brand and size of a juice drink to compare. If the same brand is not available, choose a comparable option in size and price.
Beverage Definitions:
   a. Diet soda - 0 kcal
   b. Sugared soda – Regular soda
   c. 100% juice – Natural fruit juice with no added sugars. Container must say 100% fruit juice on label.
   d. Juice drink – Fruit juice with added sugar and water

Measurement Procedures

For the Soda:
1. Find the beverage aisle of the store. If beverages are not sold, mark “no”, measure complete and click “save and next” at the bottom.
2. For the healthier option, locate the 12 pack (12 oz cans) of Diet Coca Cola (Diet Coke). If available, mark “yes”, record the price and mark “N/A” under the alternate items.
3. If the 12 pack is not available, mark “no” and then locate the 6 pack of Diet Coke, marking “yes” for available and recording the price. Mark “N/A” under the alternate items.
4. If the 6 pack of Diet Coke is not available, mark “no” and look for an alternate brand of diet soda. Choose the brand with the most shelf space. If there are brands with equal shelf space, choose the brand with the name closest to the beginning of the alphabet. Write in the name of the alternate brand of diet soda. Mark “yes” if a 12 pack is available and record the price.
5. If a 12 pack of the alternate brand of diet soda is not available, mark “no” and then write in the name of the alternate brand of diet soda. Mark “yes” if a 6 pack is available and record the price.
6. For the regular option, look for same brand and size of sugared soda to compare.

For the Juice:
1. Find the refrigerated juice section in the store.
2. For the healthier option, locate the half gallon size (64 oz) of Minute Maid 100% juice. If available, mark “yes”, record the price and mark “N/A” under the alternate items.
3. If Minute Maid is not available, mark “no” and look for the half gallon size of Tropicana 100% juice. If available, mark “yes”, record the price and mark “N/A” for the remaining alternate item.
4. If Tropicana is not available, mark “no” and choose the brand with the most shelf space. If there are brands with equal shelf space, choose the brand with the name closest to the beginning of the alphabet. Write the brand name of the juice drink. Mark “yes” if the half gallon size is available and record the price.
5. For the regular option, look for the same brand of a juice drink to compare. If the same brand is not available, choose a comparable option.
Bread Definitions
a. Healthier: 100% whole wheat and whole grain bread
b. Regular: Bread made with refined flour

Measurement Procedures

<table>
<thead>
<tr>
<th>Item</th>
<th>Available</th>
<th>Loaf size (ounces)</th>
<th>Price/loaf</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Healthier option:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sara Lee 100% Whole Wheat Bread</td>
<td>○ ○</td>
<td>□□</td>
<td>$□□□□</td>
<td>____________</td>
</tr>
</tbody>
</table>

1. Find the bread aisle in the store.

2. For the healthier option, locate Sara Lee’s 100% Whole Wheat Bread. If available, mark “yes” and then record the size in ounces and price of the loaf. If the size is not a whole number, round up or down accordingly (e.g., if it is 22 ¾, then write 22).

3. If Sara Lee’s 100% Whole Wheat Bread is not available, look for the designated regional brand that your project decides on. If that is available, enter its name and mark “yes”, recording the size and price.

4. If the regional brand is not available, mark “no and choose the brand with the most shelf space. If there is equal shelf space for different brands, select the one that has a brand name closest to the beginning of the alphabet (e.g., Colonial instead of Sunbeam).

5. Write its name, size and price.

6. Count and record the number of varieties of 100% whole wheat bread and whole grain bread, which includes both different brands and types (100% whole wheat, 100% honey whole wheat, etc.) but does not include different sizes of the same bread.

| # of varieties of 100% whole wheat bread and whole grain (all brands) | ○ 0 ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6+ |

7. Repeat steps 2-5 for the comparable regular option, looking for the same brand that was available for the healthier option if possible. If the same brand is not available for the regular option, choose a comparable option in size and price.
Cereal Definition
Healthier: < 7g sugar per serving

Measurement Procedures

<table>
<thead>
<tr>
<th>Item</th>
<th>Available</th>
<th>Size (ounces)</th>
<th>Price</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthier Option:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheerios (Plain)</td>
<td>○</td>
<td>○</td>
<td>$□□□□</td>
<td>__________</td>
</tr>
</tbody>
</table>

1. Look for plain Cheerios.

2. If plain Cheerios is available, mark “yes” under available.

3. Record the smallest size box of Cheerios available in ounces listed on the bottom front of the box. If the size is not a whole number, round up or down accordingly (e.g., if it is 22 ⅛, then write “22”).

4. Record the price.

5. If plain Cheerios is not available, look for an alternate that qualifies as healthier (<7 g sugar per serving). Write its name, marking “yes” under available and follow steps 3-4 for size and price. Examples of other cereals that have <7 g of sugar per serving include Multigrain Cheerios, Special K, Total Whole Wheat, Rice Krispies, and Corn Flakes.

6. Count and record the number of varieties of healthier cereal (<7 g sugar per serving).

<table>
<thead>
<tr>
<th># of varieties of healthier cereal</th>
<th>○ 0 ○ 1 ○ 2 ○ 3+</th>
</tr>
</thead>
</table>

Regular Option:

<table>
<thead>
<tr>
<th>Item</th>
<th>Available</th>
<th>Size (ounces)</th>
<th>Price</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheerios (Flavored)</td>
<td>○</td>
<td>○</td>
<td>$□□□□</td>
<td>__________</td>
</tr>
</tbody>
</table>

7. Look for a flavored Cheerios cereal (e.g., Honey Nut, Frosted, Berry Burst, Yogurt Burst, etc.). If available, mark “yes” under available. Write the flavor on the line. If plain Cheerios is not available for the healthier option and an alternate healthier cereal is available, look for the sugared version as the regular option (e.g., Corn Flakes and Frosted Corn Flakes).

8. Record the size in ounces. If multiple sizes are available, record the smallest.

9. Record the price.

10. If a flavored Cheerios is not available, look for an alternate that qualifies (≥7 g sugar per serving). Write its name, marking “yes” under available and follow steps 8-9 for size and price.
As you see in the image above, you will need to write out the specific protocol for the raters to follow. We created this custom based on the common layout of the majority of measures. We recommend that you test out your protocol with a few people to make sure that the instructions for product selection is specific enough and clear so there is not misinterpreting which products to select for auditing.

**Please note** that you are able to select this measure multiple times if you wish to do so.
NEMS-S Measure: Frozen Dinners

Frozen Dinner Definitions:

a. Reduced-fat frozen dinner = \( \leq 9 \) g fat/serving (8-11 oz. package)
b. Regular frozen dinner = \( \geq 10 \) g fat/serving (8-11 oz. package)

Measurement Procedures

1. Find the frozen dinners in the frozen food case. If frozen dinners are not sold, mark “no”, measure complete and click “save and next” at the bottom.

2. Look for Stouffer’s® brand of frozen meals as the reference brand. If available, mark “yes”.

3. If not available, mark “no” and choose another brand that has both regular and reduced-fat entrees. Write the name of the brand in the space provided.

4. Indicate whether reduced-fat frozen dinners (Stouffer’s Lean Cuisine® or other) are available by marking “yes” or “no”.

5. Estimate the proportion of the reduced-fat compared to regular frozen dinners only for Stouffer’s® or the alternate brand selected and mark either \( \leq 10\% \), 11-33\%, 34-50\%, or 51%+. If there is only a reduced-fat option of a particular brand and not a regular version (e.g., Healthy Choice), estimate the proportion of the reduced-fat dinners compared to the regular across all brands.

6. Look for Lean Cuisine® and Stouffer’s® Lasagna, Roasted Turkey Breast and Meatloaf frozen dinners. If a pair is available, write the price, ounces (oz), total calories (Kcal) and grams of fat (g fat). If ounces or grams of fat is not a whole number, round up or down accordingly (e.g., if 9 ⅝ oz, write “10”).

7. If only one of the regular or reduced-fat entrées is available or neither is available, look for an alternate pair of similar entrees to rate. Write the main item of the entrée on the line provided (e.g., chicken or meatballs) and record the price, ounces, total calories and grams of fat.
   • If there is no brand of reduced-fat frozen dinners, look at the nutritional information to see if any frozen dinners qualify as reduced fat (\( \leq 9 \) g fat). Pizza does not count.

8. If there is a limited selection and no alternate pairs available, just record the information on what is available.
Measurement Procedures

1. Find the produce department in the store. If no fruit is sold, mark “no”, measure complete and click “save and next” at the bottom.

2. If fruit is available, look for the fruit listed. If it is available, mark the bubble next to it.

3. If it is not available and there is a line below it for an alternate item, look for the cheapest similar alternate. Write it down and mark the bubble next to it. For example, if there are no Red delicious apples and Gala apples are the cheapest alternate, write “Gala” on the line below “Red delicious”.

4. If the fruit or alternate is available, mark “yes”. If it is not available, mark “no”. If the item is sold out, write “sold out” in comments and record the available information.
   - If the fruit is only available as pre-sliced and in a container, still mark “yes” for available and write “pre-cut in container” and any size information in comments.
   - If the fruit is available but mixed with other fruit in a container, mark “no” for available but note the fruit cup contents, price and size in comments.

5. Record the regular price of the fruit. If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label (i.e., add the sales price and the “you save” price) and record it. If the regular price cannot to be calculated based on the sale price label, just record the sale price and write “sale price” in comments.
   - Always choose the pound to price if there is an option.

6. Write the quantity (#) of the fruit that is listed for the price. For example, if the sign says 2 for $1.00, write “2” for the quantity. If the sign says 3 lbs for 99¢, write “3” for the quantity.
   - If the fruit is not loose but packaged (e.g., pint or container), count the quantity as “1” and write the quantity of the package in comments.

7. Indicate if the price of the fruit is calculated by the piece or pound by marking “pc” or “lb”. For example, if the sign says 2 for $1.00, mark “pc” for piece. If the sign says 3 lbs for 99¢, mark “lb” for pound.
   - If packaging is other than pc/lb (e.g., per pint or bunch), mark “pc” and note in comments.

8. Record the quality of the item by marking “A” for acceptable or “UA” for unacceptable.
   - Acceptable = peak condition, top quality, good color, fresh, firm and clean
   - Unacceptable = bruised, old looking, mushy, dry, overripe, dark sunken spots in irregular patches or cracked or broken surfaces, signs of shriveling, mold or excessive softening
   - The rating is based on the majority (>50%) of fruits. If it seems difficult to decide whether to mark “A” or “UA”, mark “UA” and describe in comments.

9. After completing the information for the 10 fruit items, you will see the total number of fruit available in the total box. It is auto-calculated.
Ground Beef Definitions:
  a. Lean ground beef: $\geq 90\%$ lean, $\leq 10\%$ fat
  b. Standard ground beef: $80\%$ lean, $20\%$ fat

Measurement Procedures

1. Find the fresh meat case in the store. If the store does not sell prepackaged meat, go to the butcher’s case to look for ground beef. If ground beef is not sold, mark “no”, measure complete and click “save and next” at the bottom.

2. Identify the brand of ground beef that occupies the most shelf space and for which there are both lean and regular options. Note that lean ground beef may be labeled “ground sirloin”, but the label should indicate the % fat.

3. For the healthier option, locate the lean ground beef with 10% fat. If available, mark yes. Choose the package of lean ground beef closest to one pound. Record the price/lb listed and not the actual price of the package of meat (i.e., the label should have a price/lb and price. Record the price/lb.). Mark “N/A” for the alternate items.
   - In general, if only organic ground beef is available, look for an alternate. However, if alternates are not labeled and staff doesn’t know % fat, go with the organic and write “organic” in comments.

4. If no lean ground beef with 10% fat is available, mark “no” and look for lean ground beef with $<10\%$ fat. If available, write in the % fat (e.g., 7), mark “yes” and record the price/lb listed. Mark “N/A” for the remaining alternate item.

5. If no lean ground beef is available, look for ground turkey ($\leq 10\%$ fat). If available, write in the % fat, mark “yes” and record the price/lb listed.

6. Count and record the number of varieties of lean ground beef available, which includes both different brands and variety of % fat (e.g., 10%, 7%, 3%, etc.). Include any organic varieties as well.

7. For the regular option, locate the standard ground beef with 20% fat. Repeat steps 3-4.
**Hot Dog Definitions** (Fat gram definitions are based on Oscar Mayer brand hot dogs.)

a. Regular (≥12 g fat/serving)
   i. Wiener – Mixed meat source
   ii. Frank – All beef

b. Light (≤7 g fat/serving)
   i. Wiener – Mixed meat source
   ii. Frank – All beef

c. Fat-free Wiener– (0 g fat/serving)

d. Turkey – (≤8 g fat/serving)

**Measurement Procedures**

1. Find the hot dogs in the prepared meats section in the store. If hot dogs are not sold, mark “no”, measure complete and click “save and next” at the bottom.

2. For the healthier option, locate Oscar Mayer 98% Fat-free wieners regular size. If available, mark “yes” and record the price. Mark “N/A” for the alternate item.
   - If only jumbo size is available, go to the first alternate item and look for regular size. Jumbo should be selected only if no other alternate in regular size is available. If jumbo is selected, complete information under “Alternate” and write “jumbo” in comments.

3. If Oscar Mayer 98% Fat-free wieners are not available, mark “no” and look for an alternate brand of wieners that are less than or equal to 9 grams of fat. Write down the brand name. If available, mark “yes” and record the price.
   - Note that an alternate “Other” item does not include soy-based hotdogs, bratwurst or other hotdog-like products.

4. For the regular option, look for Oscar Mayer wieners (turkey/pork/chicken) with about 12 grams of fat. If available, mark “yes”, record the price, and mark “NA” for the alternate.

5. If Oscar Mayer wieners are not available, mark “no” and look for an alternate that is greater than or equal to 10 grams of fat.
Milk Definitions
   a. Low-fat milk – skim/fat-free and 1%
   b. Reduced fat milk – 2%
   c. Whole milk – full fat (3.25%)

Measurement Procedures

1. Find the milk aisle in the store. If milk is not available, mark “no”, mark measure complete and click “save and next” to go to next measure.

2. If any milk is available, mark “yes”.

3. Under Availability, if low-fat milk (skim or 1%) is available, mark “yes” and then mark “N/A” for the 2% available question. If low-fat milk is not available, mark no and look to see if 2% milk available. Mark “yes” if available.

4. Under Reference brand, first look for the store brand as it is the preferred item. If there is no store brand, mark “no” and look for the brand with the most shelf space. If there is equal shelf space for different brands, select the one that has a brand name closest to the beginning of the alphabet (e.g., Foremost instead of Parmalat). Write the name of the brand in the space provided. This brand is now the reference brand for this measure since the store brand was not available.

5. Shelf space: Complete only if low-fat or 2% milk is available. Mark the lowest fat milk available (skim, 1% or 2%). Count and record the number of columns of each requested milk item (pint, quart, etc.) for the reference brand. Count only columns that have any milk there, but not empty slots where it may need to be restocked. If there are none of a particular item, write “0” in the box. Do the same for whole milk.

6. Record the price of a quart and a half-gallon of whole milk of the reference brand.
   - If the reference brand does not have milk available in the quart or half-gallon size, select another brand similar in price and write its name in comments.

7. Record the price of a quart and a half-gallon of the lowest fat milk available of the reference brand.
   - If the reference brand does not have milk available in the quart or half-gallon size, select another brand similar in price and write its name in comments.
1. Find the produce department in the store. If no vegetables are sold, mark “no”, measure complete and click “save and next” at the bottom.

2. Look for the vegetables listed. If it is available, mark the bubble next to it.

3. If it is not available and there is a line below it for an alternate item, look for a similar alternate. Write it down and mark the bubble next to it. For example, if there are no 1 lb bags of whole carrots but there are 2 lb bags, write “2 lb bag” on the line below “1 lb bag”.
   - For carrots, look for whole carrots. Only select baby or precut carrots as a last resort and make a note in comments.
   - For tomatoes, look for the least expensive loose tomatoes (regular size) first. If not available, look for tomatoes packaged. Choose tomatoes on the vine or cherry tomatoes as a last resort and make a note in comments.

4. If the vegetable or alternate is available, mark “yes”. If it is not available, mark “no”. If the item is sold out, write “sold out” in comments and record the available information.
   - If the vegetable is only available as pre-sliced and in a container, still mark “yes” for available and write “pre-cut in container” and any size information in comments.
   - If the vegetable is available but mixed with other veggies in a container, mark “no” for available but note the veggie contents, price and size in comments.

5. Record the regular price of the vegetable. If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label (i.e., add the sales price and the “you save” price) and record it. If the regular price cannot to be calculated based on the sale price label, just record the sale price and write “sale price” in comments.
   - If the vegetable is not specifically listed as packaged (e.g., corn or celery) but is sold as packaged or loose, record the price of the one that is cheapest.
   - If packaging is other than pc/lb (e.g., per pint or bunch), mark “pc” and note in comments.
   - If an item is packaged and its size is listed in pounds or equal to a pound, mark “lb” for pound.

6. Write the quantity (#) of the item that is listed for the price. For example, if the sign says 2 for $1.00, write “2” for the quantity. If the sign says 3 lbs for 99¢, write “3” for the quantity.
   - If the item is sold by the package (e.g., corn), count the quantity as “1” and write the number of the item included in the package in comments (e.g., 3 in package).
   - Always choose the pound to price if there is an option.

7. Indicate if the price of the item is by the piece or pound by marking “pc” or “lb”. For example, if the sign says 2 for $1.00, mark “pc” for piece. If the sign says 3 lbs for 99¢, mark “lb” for pound.
   - If packaging is other than pc/lb (e.g., per pint or bunch), mark “pc” and note in comments.
   - If an item is packaged and its size is listed in pounds or equal to a pound, mark “lb” for pound.
8. Record the **quality** of the item by marking “A” for acceptable or “UA” for unacceptable.
   - Acceptable = peak condition, top quality, good color, fresh, firm and clean
   - Unacceptable = bruised, old looking, mushy, dry, overripe, dark sunken spots in irregular patches or cracked or broken surfaces, signs of shriveling, mold or excessive softening
   - The rating is based on the majority (>50%) of fruits. If it seems difficult to decide whether to mark “A” or “UA”, mark “UA” and describe in comments.

9. After completing the information for the 10 vegetable items, you will see the total number of vegetables available in the total box. It is auto-calculated.