

June

Food, Health and Wellness Observances

Tool Kit Theme: Fresh Fruits and Vegetables Month

RETAIL FOOD & PHARMACY
HEALTH & WELLNESS
 OPPORTUNITIES ACROSS THE STORE

Observance	Resources	Retail Marketing Ideas	Pharmacy Tie-Ins
<ul style="list-style-type: none"> ▪ Eat All Your Vegetables Day (June 17th) ▪ Father’s Day (3rd Sunday of June) ▪ International Picnic Day ▪ First Day of Summer ▪ Men's Health Week ▪ National Garden Week (2nd week) ▪ Dairy Month ▪ Ice Tea Month ▪ Fresh Fruit and Vegetable Month ▪ Men's Health Month ▪ National Safety Month ▪ Papaya Month ▪ Turkey Lovers Month 	<ul style="list-style-type: none"> ▪ Fruit & Veggies, More Matters ▪ National Safety Month ▪ Videos on How to Select, Store, and Prepare Fruits & Veggies ▪ Men’s Health Month & Week 	<ul style="list-style-type: none"> ▪ Fruit & Vegetable Blind Taste Test: can you tell the difference between a parsnip and a turnip? A banana and a plantain? ▪ First day of summer: encourage customers to celebrate with a picnic of fresh fruits and vegetables in their own backyards. No backyard? Spread a blanket on the floor and dig in! Via Twitter, FaceBook and your website, offer ways to select, store and prepare fruits & vegetables (see link) ▪ Encourage fathers and all men to eat all their vegetables on June 17th. Conduct cooking demos that focus on grilling and other preparation methods that appeal to men and focus on vegetables. 	<ul style="list-style-type: none"> ▪ Celebrate safety month by encouraging families to have well-stocked first aid kit, and plan for how to deal with food storage in the event of a power outage. For more ideas, see the tool kit ▪ Pass out health screening guidelines to pharmacy customers or put up posters with the guidelines clearly visible.