

# **HEALTHY FOOD RETAIL TRAINING**

## **JUNE 17, 2015**

*Presented by*

Rio Holaday, MPH

Policy Analyst

Phebe Gibson

Policy Analyst



# agenda



# housekeeping

- Be present • • •
- Step up, step back
- Share your experience + questions
- Bike rack
- Avail yourself of the facilities
- Have fun

*No cell phones,  
please!*



# TIME TO BREAK THE ICE



1. Introductions
2. Healthy food retail in your community

**I need another cup of coffee.**



*Strongly disagree*

*Strongly agree*

**I've met most of the people in  
this room before.**



*Strongly disagree*

*Strongly agree*

**I've worked on healthy food  
retail projects before.**



*Strongly disagree*

*Strongly agree*

**My community has many  
stores with healthy food  
options.**



*Strongly disagree*

*Strongly agree*



**I work in an urban community.**



*Strongly disagree*

*Strongly agree*

**People in my community think  
that healthy food retail is  
important.**



*Strongly disagree*

*Strongly agree*

**I have strong relationships  
with food retailers in my  
community.**



*Strongly disagree*

*Strongly agree*

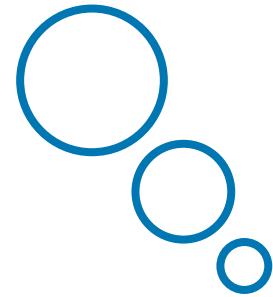
**I'm interested in healthy food  
retail policy.**



*Strongly disagree*

*Strongly agree*

Who are  
we?



# **DISCLAIMER**

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# What is healthy food retail?



# Which retail environment?



**Pop-Up Retail**



**Small Stores**



**Grocery/  
Supermarket**



# Which retail environment?

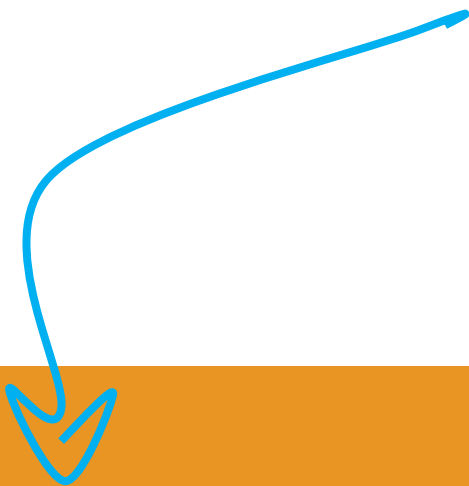


**Small Stores**

# What is healthy food?



**What is healthy  
food retail?**



**find**

*Does the store carry healthy food?*

**afford**

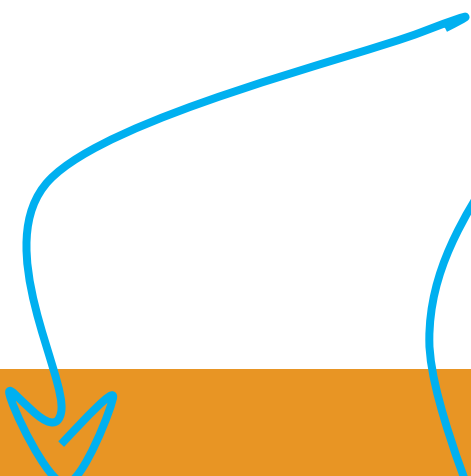
*Can I afford it?*

**choose**

*Does it meet my cultural needs?*

**use**

*Do I know how to prepare it?*



**find**

*Does the store carry healthy food?*

**afford**

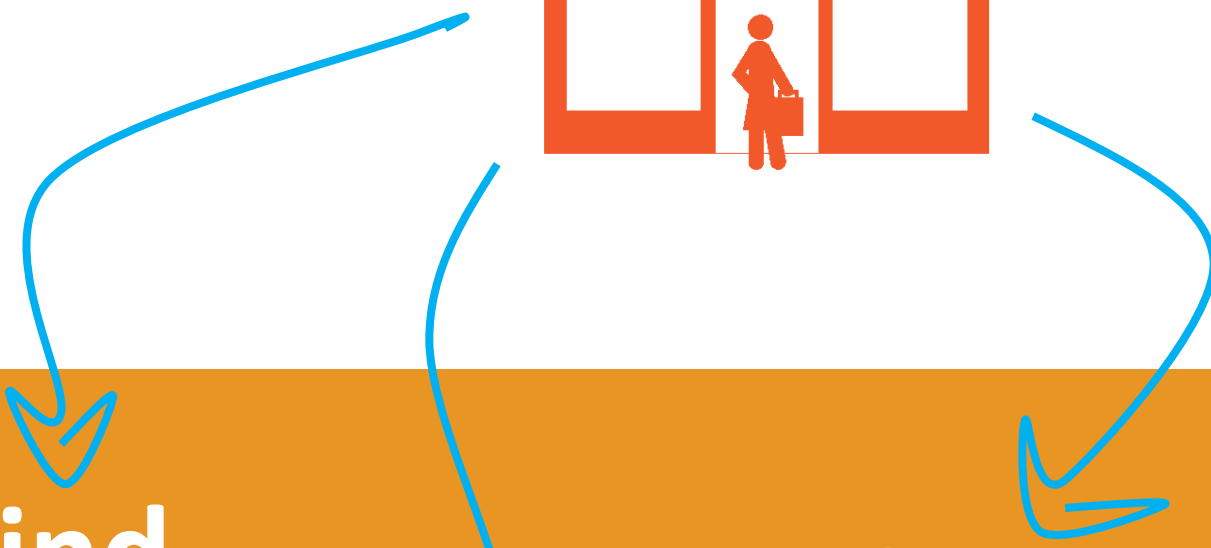
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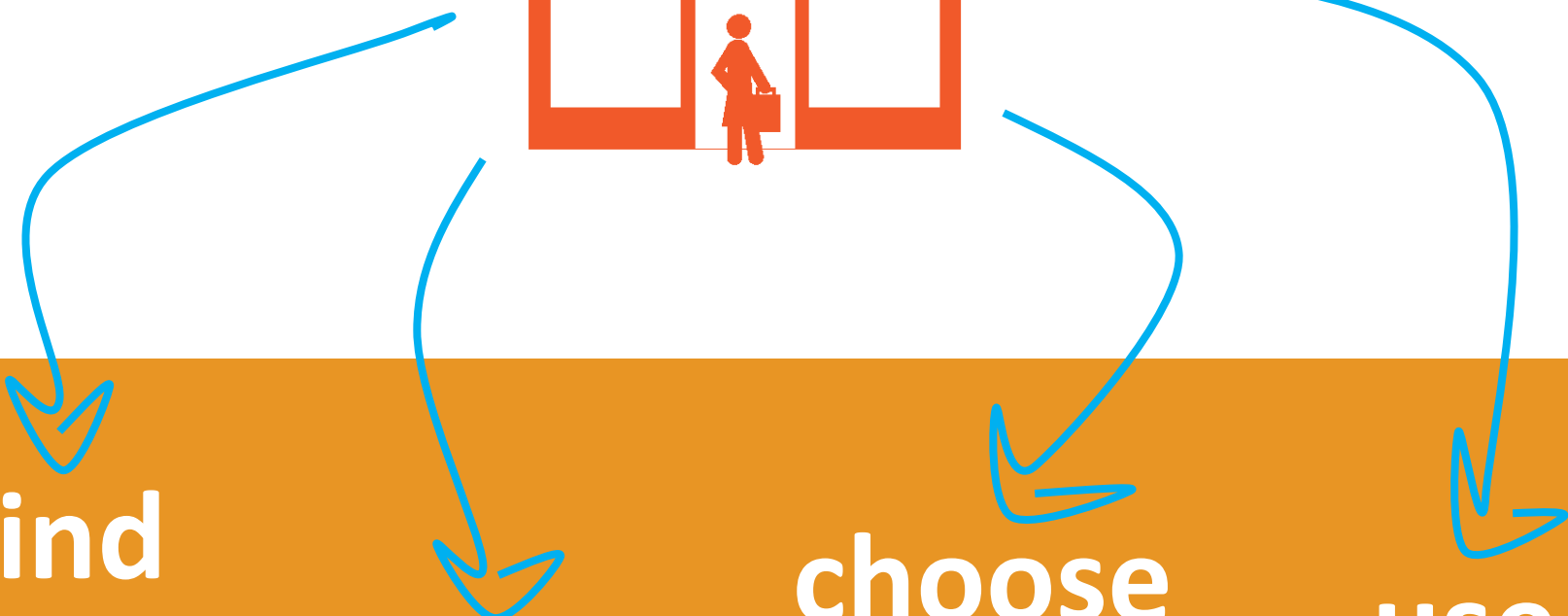
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**choose**

*Does it meet my cultural needs?*

**use**

*Do I know how to prepare it?*



**find**

*Does the store carry healthy food?*

**afford**

*Can I afford it?*

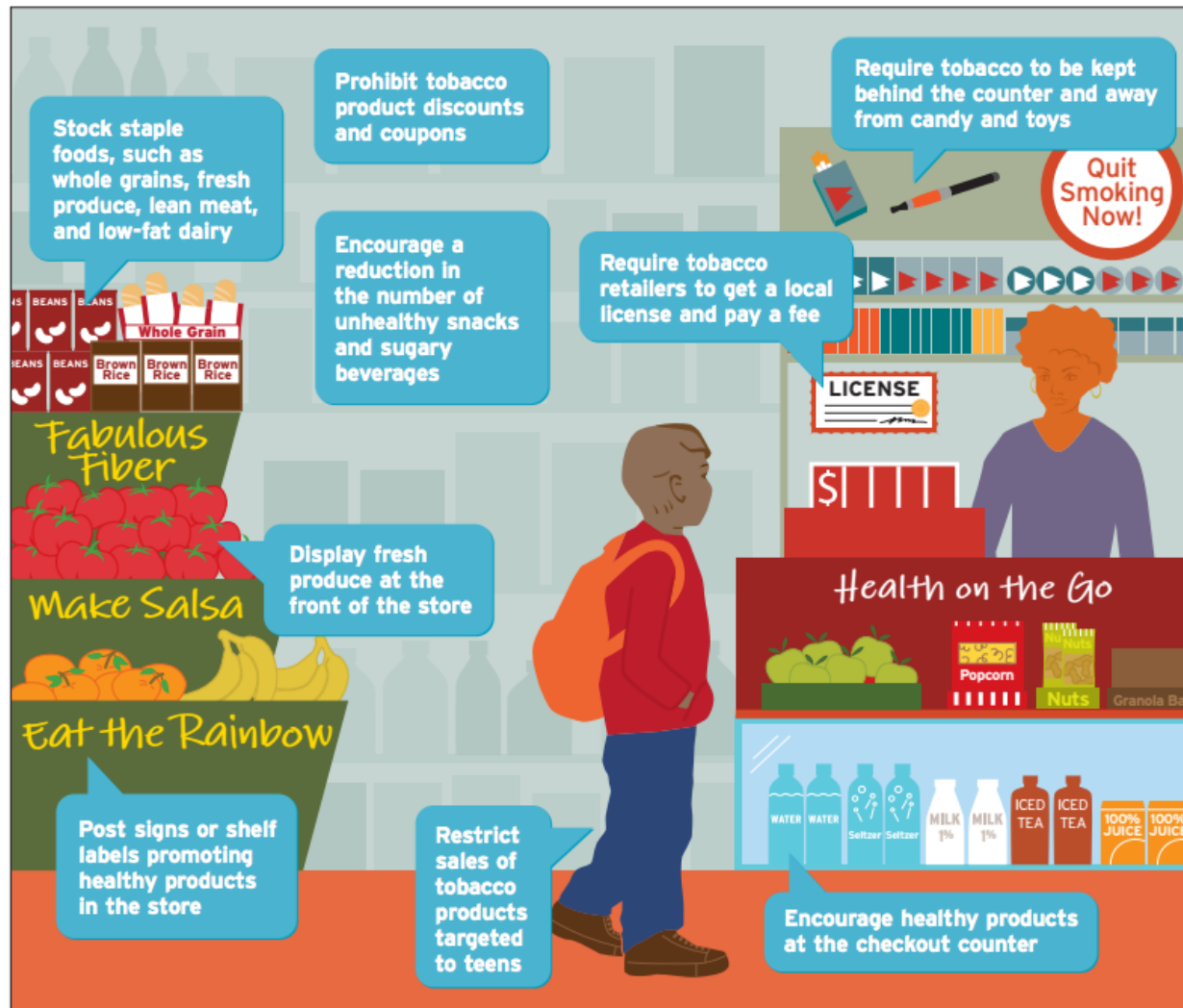
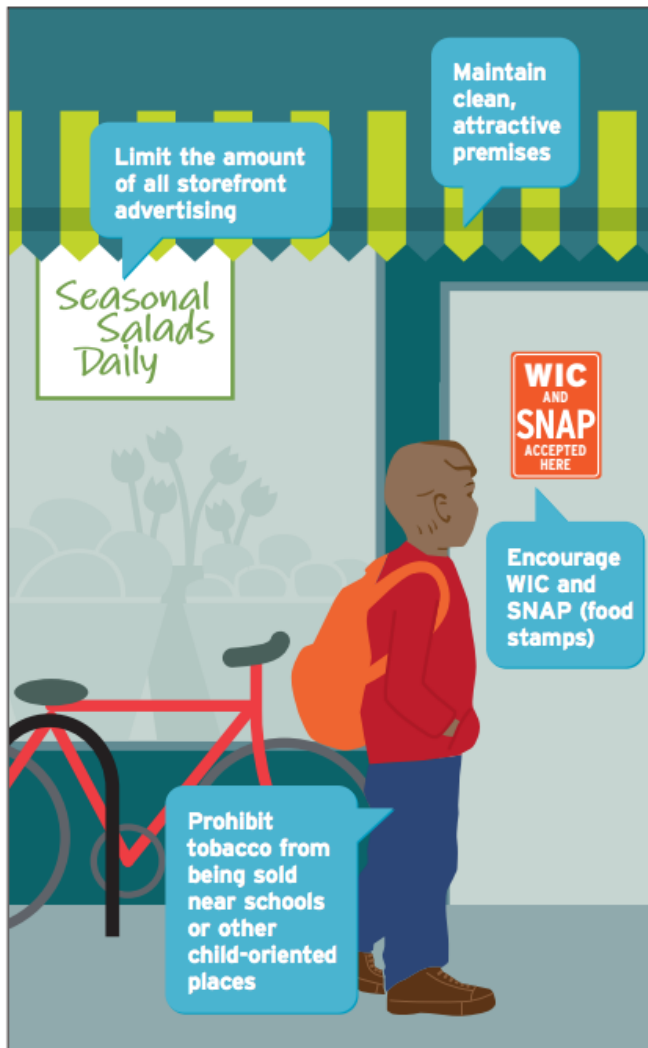
**choose**

*Does it meet my cultural needs?*

**use**

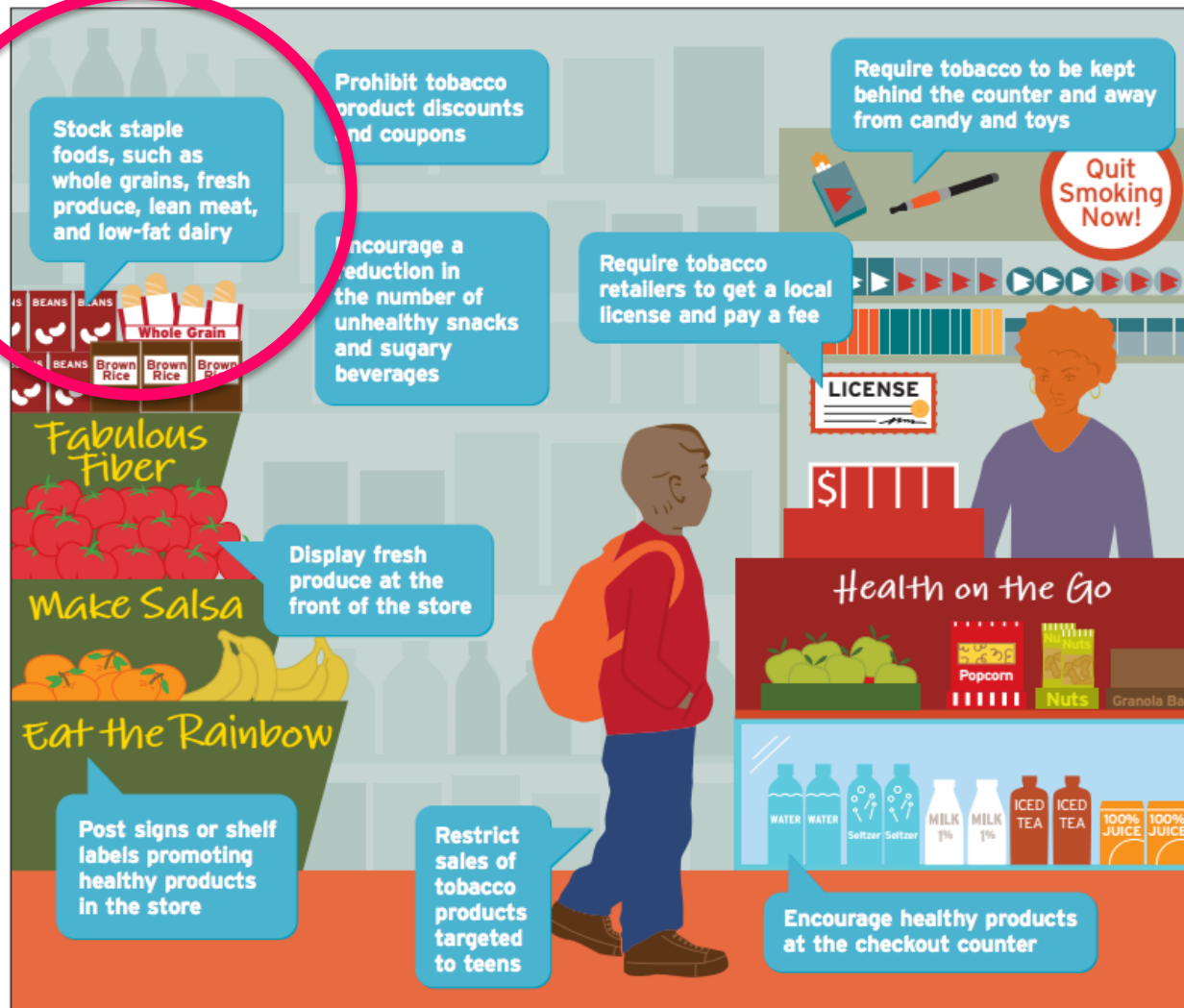
*Do I know how to prepare it?*

# Check Out Healthy Retail: Policies that put health on the shelf

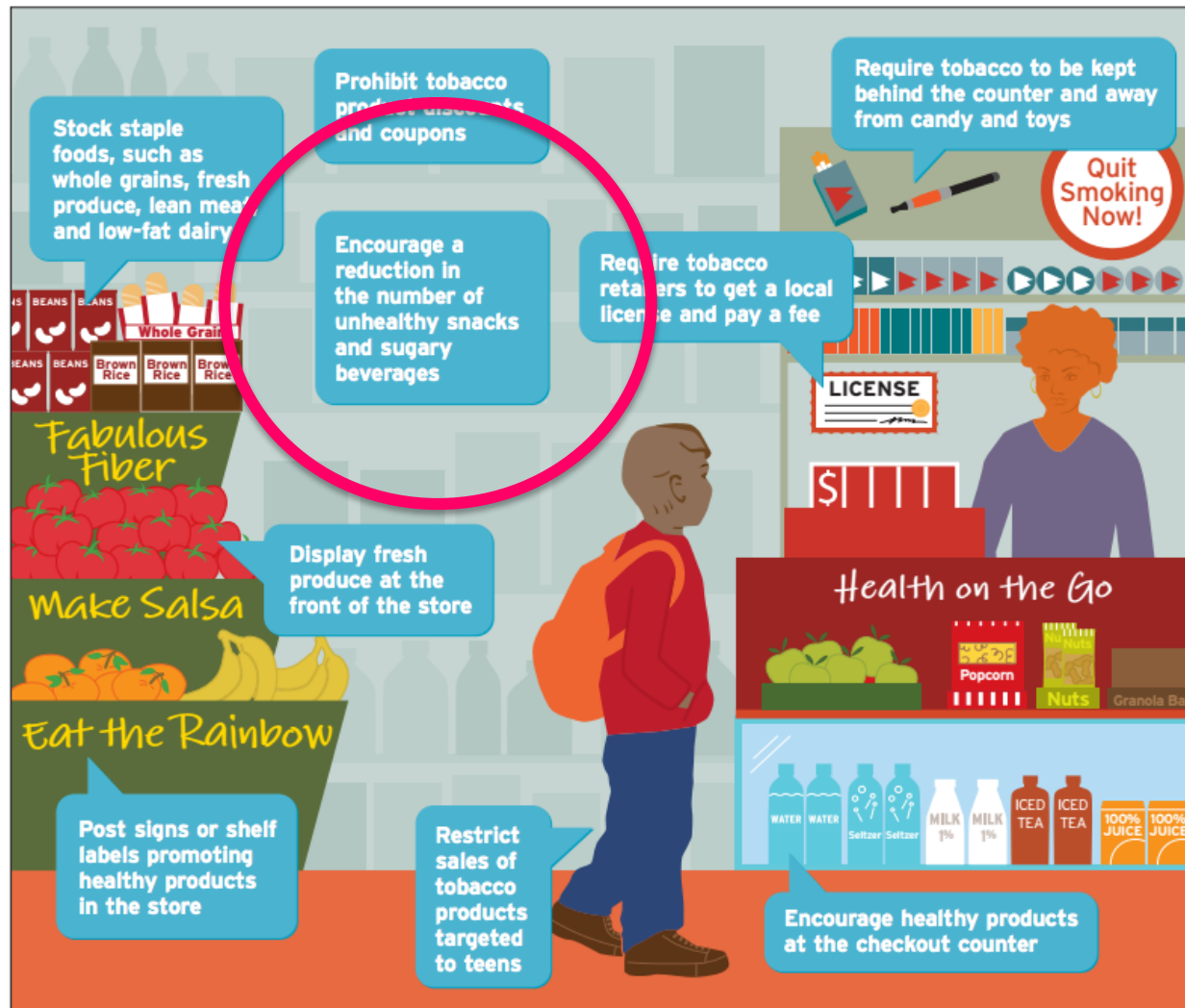
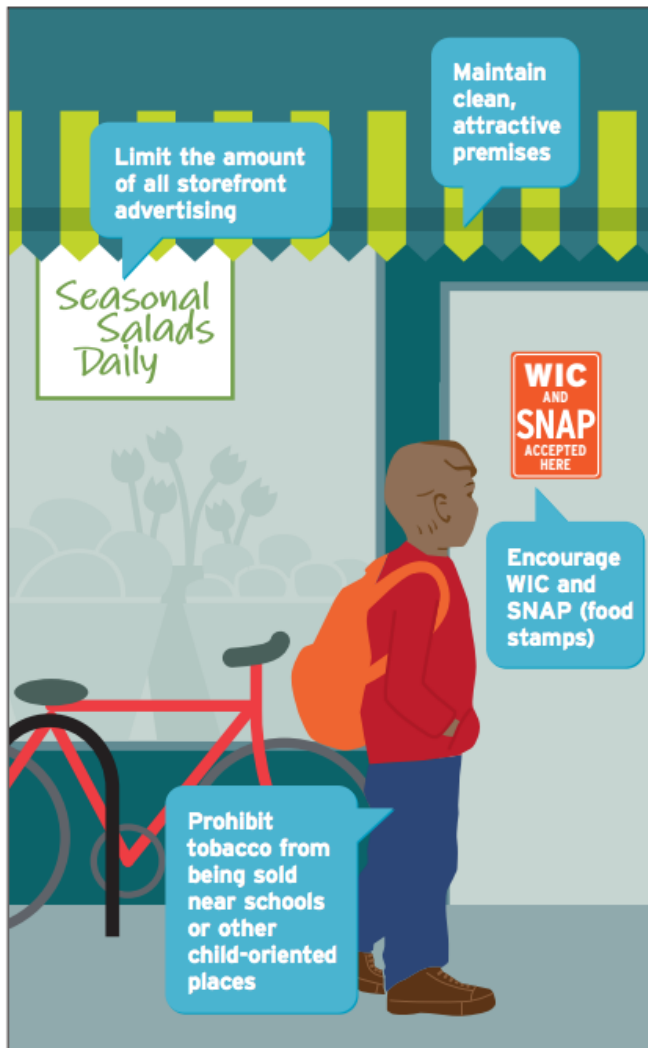




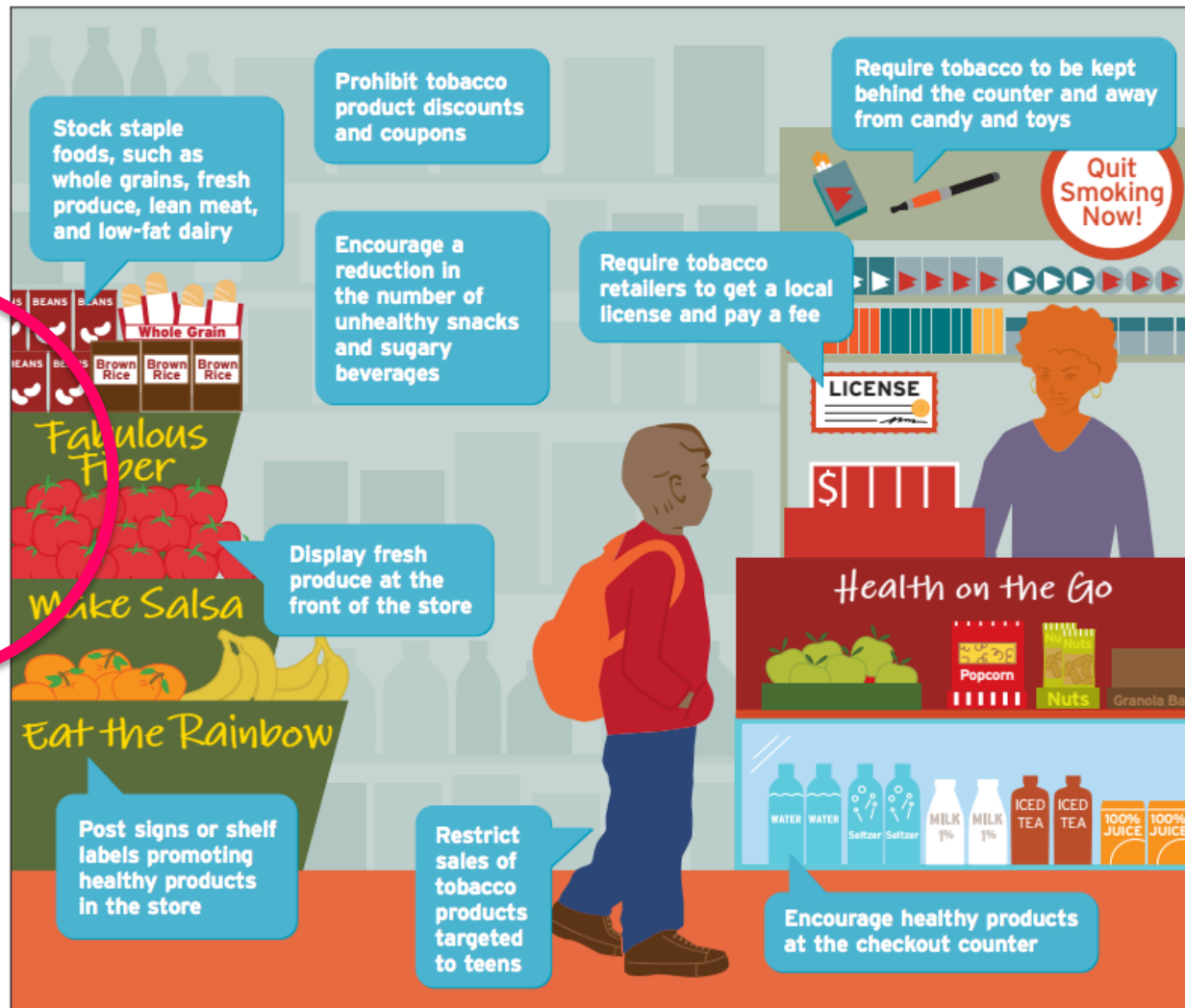
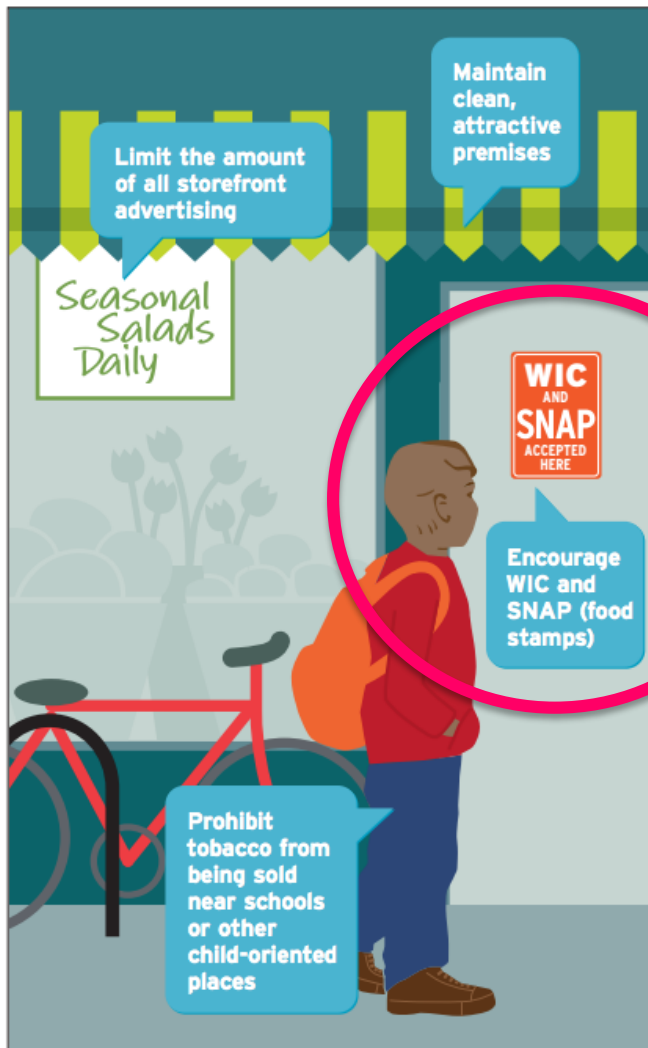
# Check Out Healthy Retail: Policies that put health on the shelf



# Check Out Healthy Retail: Policies that put health on the shelf



# Check Out Healthy Retail: Policies that put health on the shelf



# Check Out Healthy Retail: Policies that put health on the shelf

Limit the amount of all storefront advertising

Maintain clean, attractive premises

Seasonal Salads Daily

WIC AND SNAP ACCEPTED HERE

Encourage WIC and SNAP (food stamps)

Prohibit tobacco from being sold near schools or other child-oriented places

Stock staple foods, such as whole grains, fresh produce, lean meat, and low-fat dairy

Prohibit tobacco product discounts and coupons

Encourage a reduction in the number of unhealthy snacks and sugary beverages

Require tobacco to be kept behind the counter and away from candy and toys

Require tobacco retailers to get a local license and pay a fee

Quit Smoking Now!

LICENSE

Display fresh produce at the front of the store

Fabulous Fiber

Make Salsa

Eat the Rainbow

Post signs or shelf labels promoting healthy products in the store

Restrict sales of tobacco products targeted to teens

Encourage healthy products at the checkout counter

Health on the Go

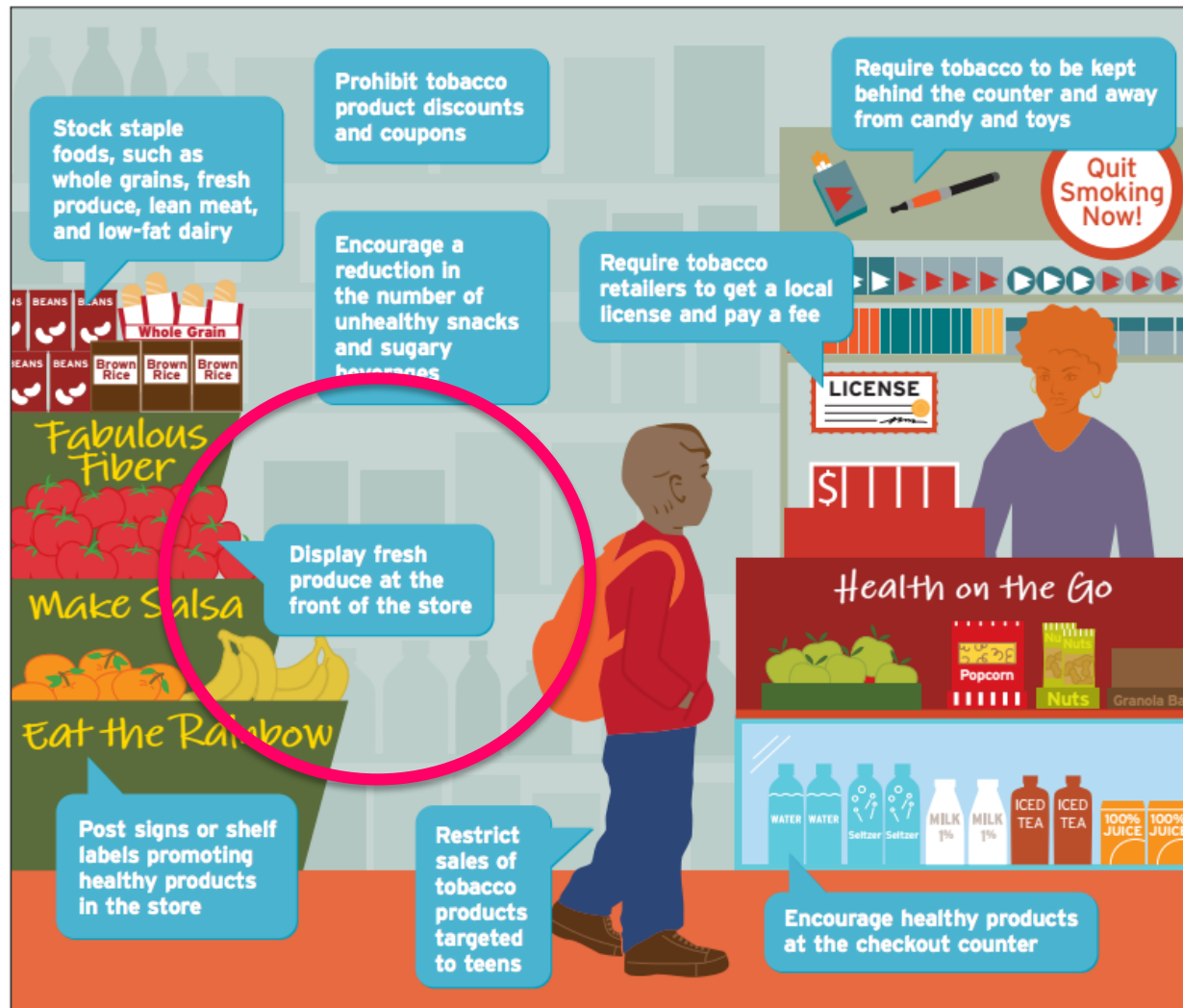
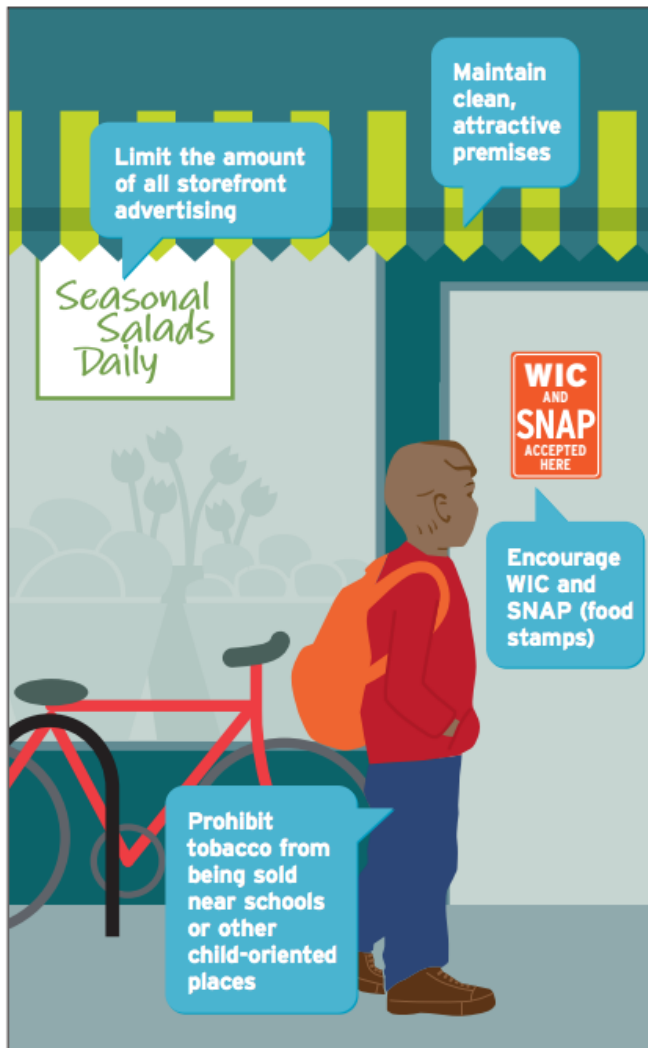
Popcorn

Nuts

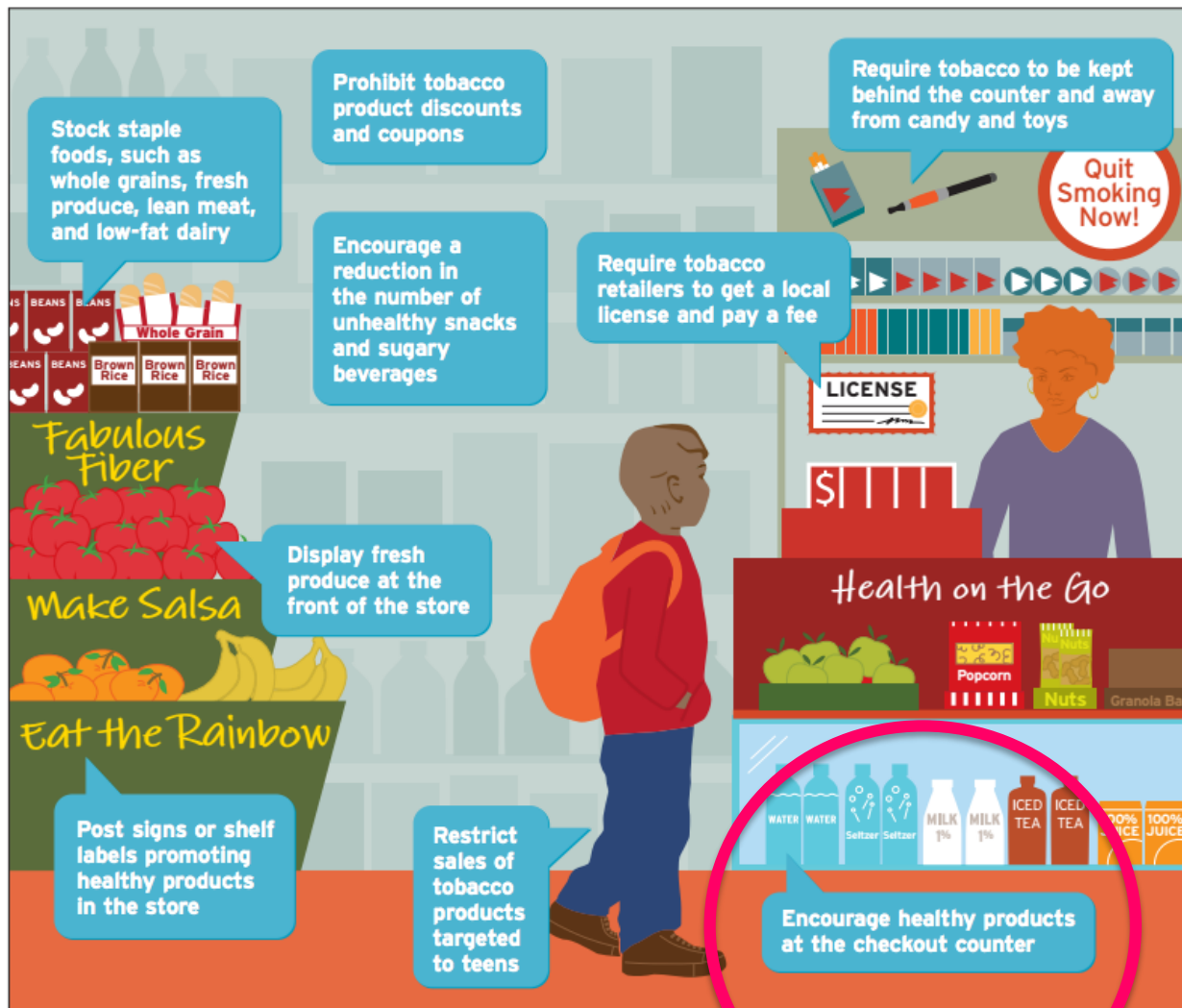
Granola Bar

WATER WATER Seltzer Seltzer MILK 1% MILK 1% ICED TEA ICED TEA 100% JUICE 100% JUICE

# Check Out Healthy Retail: Policies that put health on the shelf



# Check Out Healthy Retail: Policies that put health on the shelf



**What did you  
observe during your  
assessment?**

- *Products*
- *Placement*
- *Promotions*
- *Price*
- *Inside + outside*

Learn about healthy retail strategies

Pilot an idea in one or two venues

Operate a full-scale program in the community

Learn about policy options for healthy retail

Adopt a healthy retail resolution

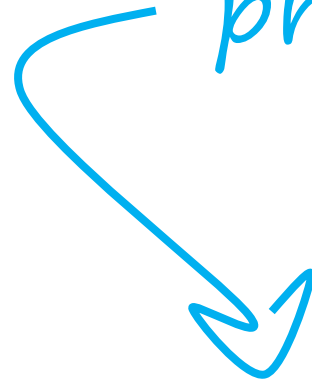
Adopt a healthy retail ordinance

Continually enforce and evaluate healthy retail policies





# Certification program



# FAQ:

*What's the difference  
between a program and  
a policy?*

# What do we mean by *program*?

- A system implemented by government or non-profit
- Provides a service to a particular group of people
- Voluntary



# What do we mean by *policy*?

- A statement in writing
- Binding
- Affects how government operates, how citizens live, or how businesses and organizations operate



# Program vs. Policy

- **Pilot ideas + learning**
- **Small reach**
- **Vulnerable when budgets are tight or agency officials change**
- **Institutionalize ideas for the longterm**
- **Greater reach**
- **Require community readiness**

Where are  
you today?

Where are  
you going?

Learn  
about  
healthy  
retail  
strategies

Pilot an  
idea in one  
or two  
venues

Operate a  
full-scale  
program in  
the  
community

Learn  
about  
policy  
options for  
healthy  
retail

Adopt a  
healthy  
retail  
resolution

Adopt a  
healthy  
retail  
ordinance

Continually  
enforce  
and  
evaluate  
healthy  
retail  
policies

PROGRAM

POLICY

**start**

*How will you get there?*



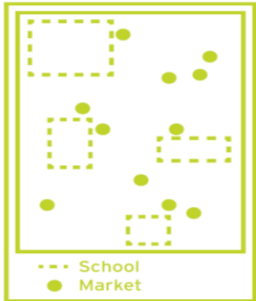
# Health on the Shelf: Healthy Food Retail Certification Programs





**What are the elements of a strong certification program?**

# What are the elements of a strong certification program?

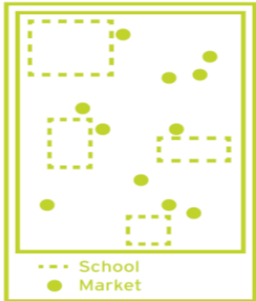


**SCOPE**

# Example: Eat Fresh Live Well (Toledo-Lucas County, Ohio)



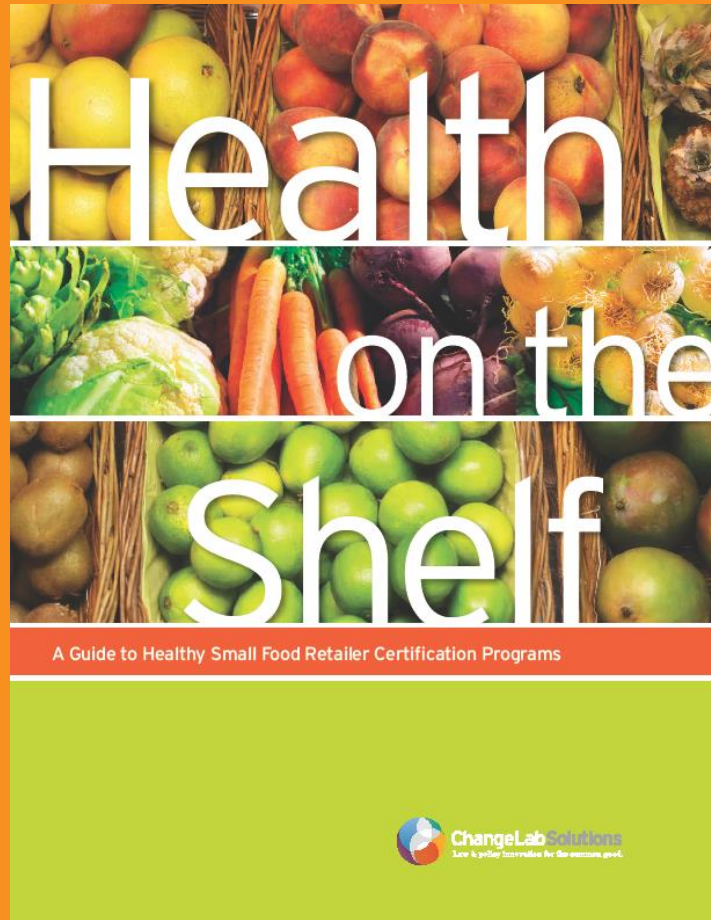
# What are the elements of a strong certification program?



**SCOPE**



**STANDARDS**



**AVAILABLE AT**  
[changelabsolutions.org](http://changelabsolutions.org)

# Example: St. Louis Healthy Corner Store Project

## Take Small Steps to Sell Healthier Foods



**Step 5:**  
Offer more fresh fruits and vegetables, low-fat milk and eggs. See page 21 for fresh produce with a longer shelf life.

**Step 4:**  
Create a healthy food section in your store. Post signs directing customers to healthy foods.

**Step 3:**  
Add whole grains and foods low in fat, sugar and salt to your current inventory of canned and packaged foods.

**Step 2:**  
Stock more healthy snack items like baked chips, low-salt pretzels, reduced fat granola bars or low-fat yogurt.

**Step 1:**  
Stock more bottled water and 100% juices.

## Step 1: Stock bottled water and 100% juices

An easy step toward becoming a healthier corner store is to stock more bottled water along with fruit and vegetable juices.

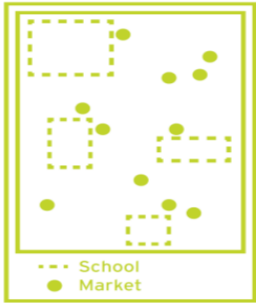


Healthy options to stock	Reduce these
Bottled water	Sugar-sweetened drinks and other beverages
100% fruit juices like orange, grapefruit, apple	Fruit punch or fruit drinks
Reduced salt vegetable juices	Regular vegetable juices like V8, tomato

### Tips

- Plain water is the best choice for quenching thirst. Bottled water has a long shelf life.
- Look for the words 100% juice on the label to be sure it fits as a healthy option.
- Regular vegetable juices can be very high in salt (sodium). Reduced-salt or salt-free versions are healthy options.
- Fruit punch and fruit drinks have fewer nutrients and more sugar than 100% juices.

# What are the elements of a strong certification program?



**SCOPE**



**STANDARDS**



**INCENTIVES**

# Example: Healthy Corner Store Initiative (The Food Trust, Philadelphia)

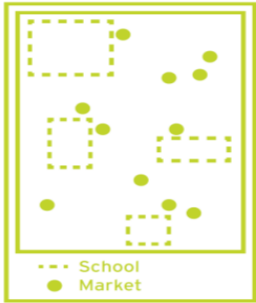




# What are the business benefits?

- ✓ *Increased sales, foot traffic, profit*
- ✓ *Business assistance*
- ✓ *Free advertising*
- ✓ *Assistance with regulations*
- ✓ *Better relationships*

# What are the elements of a strong certification program?



**SCOPE**



**STANDARDS**



**INCENTIVES**



**ENFORCEMENT**

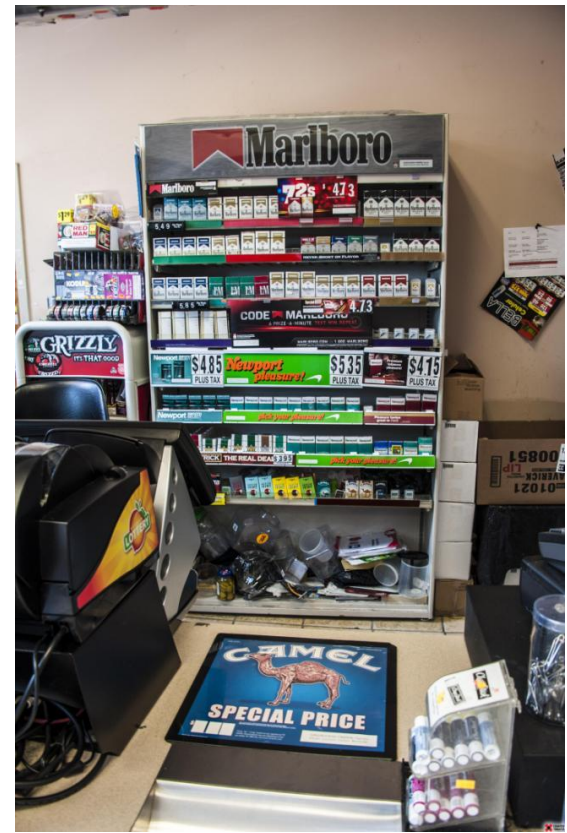
# Example: Spokane Healthy Corner Stores



What  
about  
tobacco?



# Industry promotions



# Storefront advertising



# Idea: Restrict type or amount of tobacco

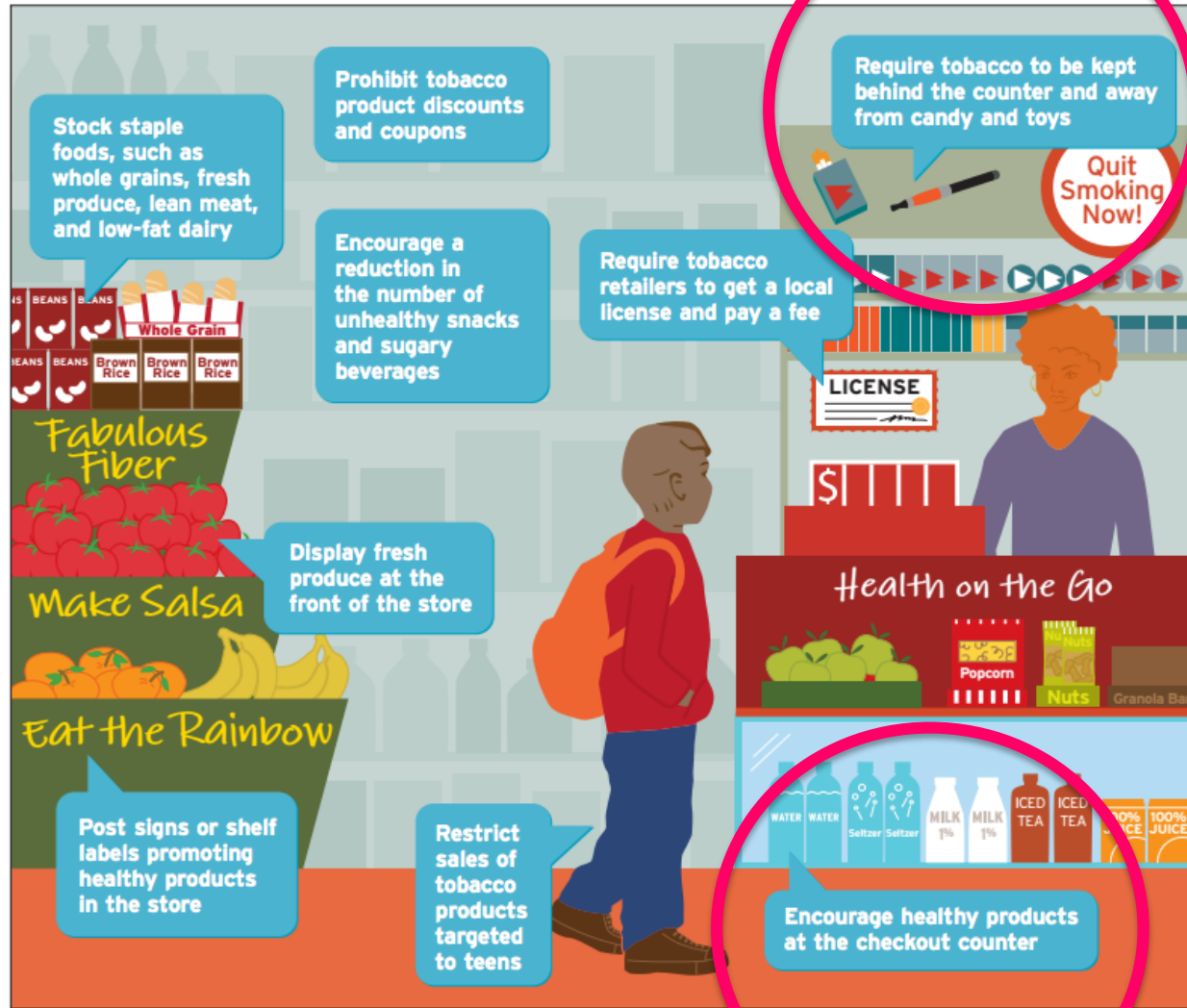
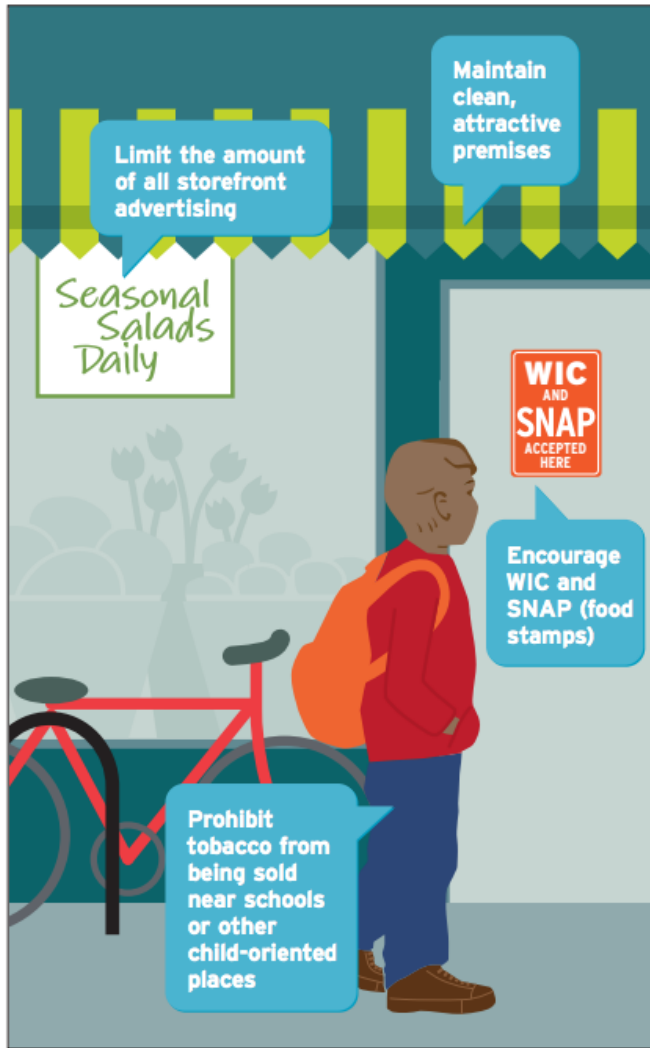


# Idea: Reduce advertising

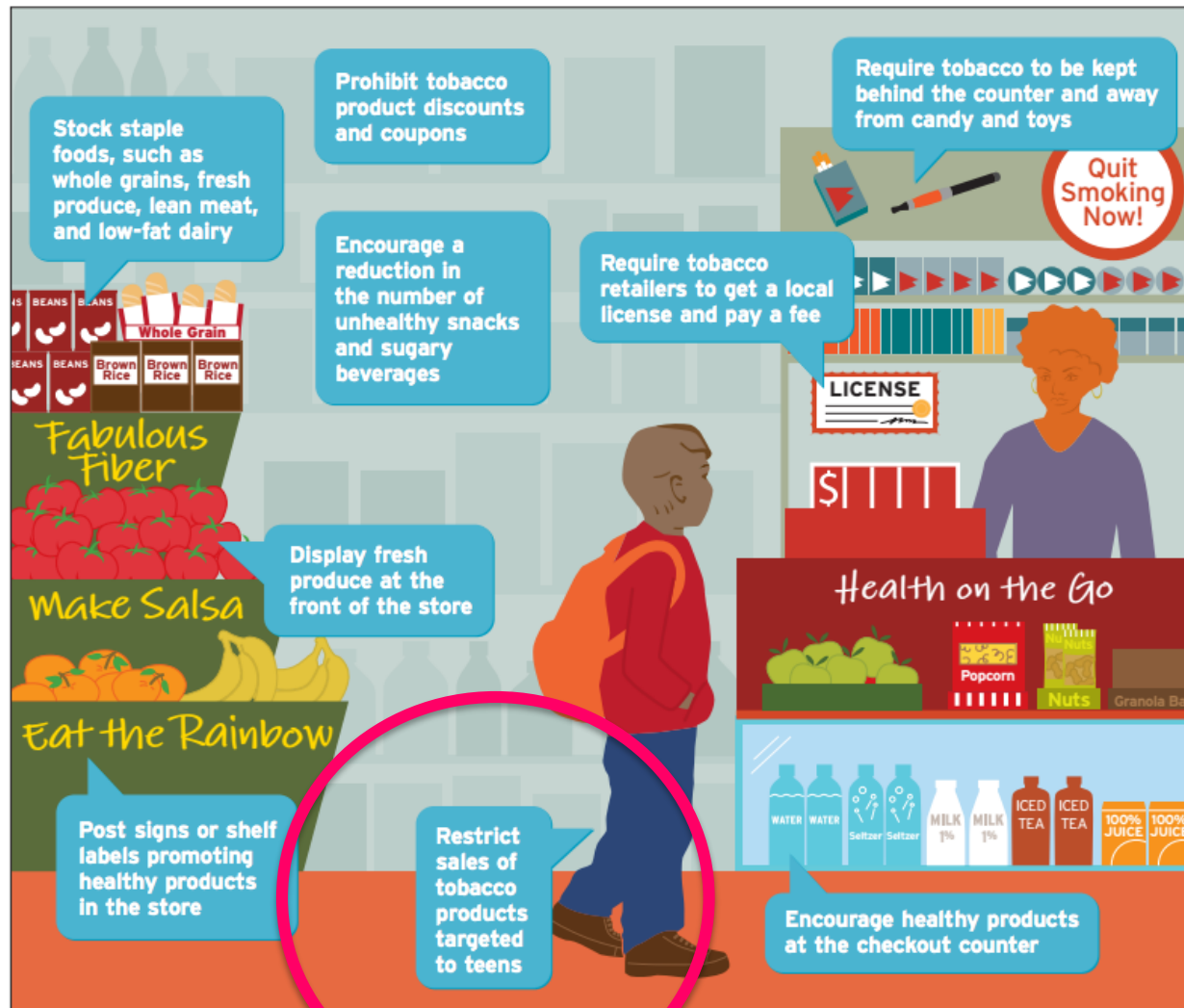
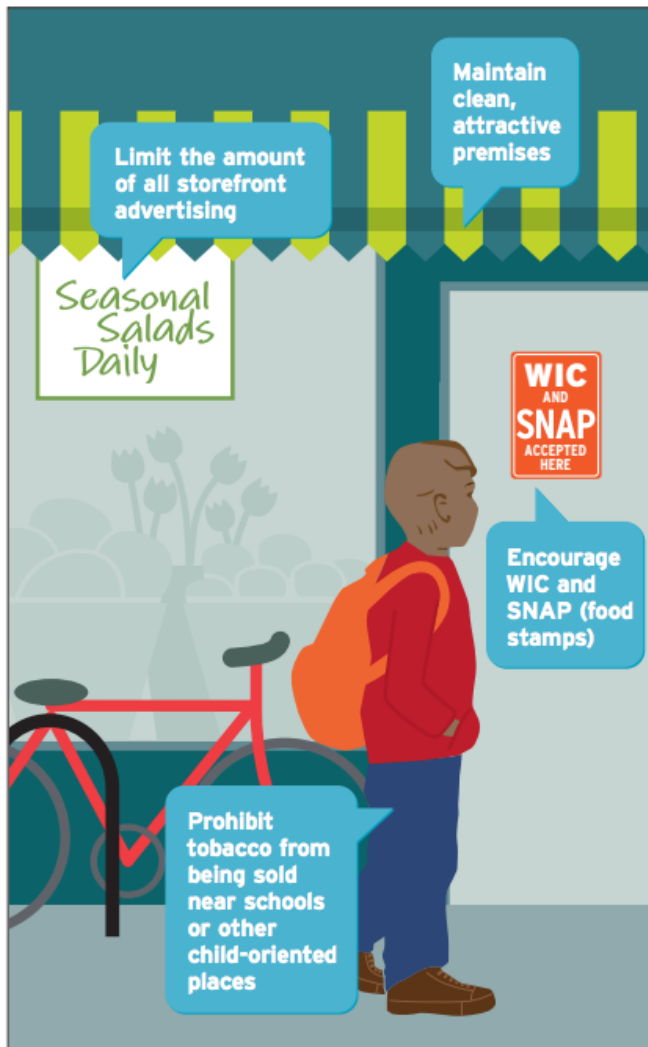




# Check Out Healthy Retail: Policies that put health on the shelf



# Check Out Healthy Retail: Policies that put health on the shelf



# Best practices



**Choose storeowners carefully**



**Create a customizable program**



**Know what you don't know**



**Increase supply AND demand**



**Be realistic about your capacity**

ONE-SIZE FITS ALL  
STORE

SALE



Coulter



Fresh Start  
**HEALTHY CORNERS**  
delivering fresh fruits and vegetables to your block

Healthy retail is just one piece of the puzzle

Photo: CC/Wikipedia

for snack products that have:  
7 net grams of fat or less,  
260 calories or less,  
250 mg sodium or less,  
or 30g carbohydrate or less.  
Some products may be offered in larger quantities.



# Storeowners *speak*

**A lot of people are already changing; they are eating more fruit. Instead of coming to buy a chocolate or some chips, they now buy an apple or an orange.**

Pablo Diaz, manager of Corner Food Market,  
Philadelphia, Pennsylvania

# Storeowners *speak*

**I always knew we were missing some things and wanted to make change, but we needed the encouragement to do it. This was our opportunity to make positive change.**

Martin Ramirez, co-owner of Vicky's Produce,  
Watsonville

# Storeowners *speak*

I feel this is good for the community ... It's going to be a benefit because I know the customers need a real grocery store.

Kyle Nosal, owner of Edgehill Grocery,  
Nashville, Tennessee

I like [selling fresh foods]. The customers are starting to ask for it.

Nash Saadeh, owner of Professor Market,  
Cleveland, Ohio



tech

break

# Activity:

*Design a healthy corner store*



# game plan

- 1. Design an ideal healthy corner store**
- 2. Share our designs**
- 3. Identify program standards**
- 4. Report out**

Think about...

- **Design (inside + outside)**
- **Healthy products**
- **Unhealthy products**
- **4P's**

- *Products*
- *Placement*
- *Promotions*
- *Price*

*Tell us about...*

- **Your design (inside + outside)**
- **Why your group chose that design**
- **Any difficult decisions your group made**

- *Products*
- *Placement*
- *Promotions*
- *Price*

# directions

- **Work in pairs or triplets**
- **Fill in the worksheet based on your healthy corner store**

- **Which of these changes would be easiest for your local retailers?**
- **Which would be hardest?**
- **Which would the community be most responsive to?**



*Think about...*

# ChangeLab Solutions



## Carrots or Sticks?

Incentives for healthy food retail



*Presented by*  
**Phebe Gibson**  
**Policy Analyst**



# agenda

1. What are incentives and why should I use them?
2. Can you give me some examples?
3. What are some best practices?
4. **ACTIVITY:** Identifying barriers and incentives



# What are incentives?





JACKPOTS START AT \$40 MILLION.

COMING SOON!

JACKPOTS START AT \$40 MILLION

Marlboro

LASTS LONGER

Newport pleasure!

\$474

6

\$6

\$549

560

560

560

560

560

560

560

560

4.29

slim



STAR WARS

Barbie

BARBIE

MARKET #1 EL MEXICANO PRODUCE  
PRODUCTOS DE MEXICO Y CENTRO AMERICA  
MARKET, BEEF, CHICKEN, PORK

(5) 621-28-46

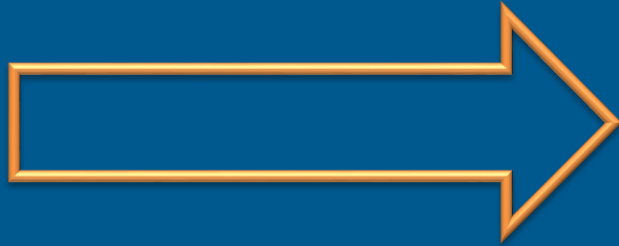
17<sup>TH</sup> ST





Photo: San Diego "Cilantro to Stores"











Resources  
Expertise  
Support





Resources  
Expertise  
Support



INCENTIVES!



# Why use incentives?





*Encourage innovation*



*Reduce perceived risk*



Build storeowner skills

What are some examples of incentives?





# Types of incentives



Bring in new customers



Renovate the store



Make it easier to do business



Bring in new  
customers

# Host in-store nutrition events



# Advertise to customers



Adam Aridi  
SaveWay Store Owner



# Use social media

## About Tag Healthswag



I've been tagged with **Healthswag!**

I made a promise to help make the healthy choice the easy choice in our community.

My community makes it **EASY** to be **HEALTHY**. There's **NOT** so easy.

Join the race to **tag** and be **tagged**.

Learn more at: [HealthierNYC.org](http://HealthierNYC.org)

Made possible from the Centers for Disease Control and Prevention.



YMCA NYC Teens @ymcanycteens · Sep 17

This summer NYC Teens including @ymcanyc joined together to make healthy living easier in NYC! #Healthswag #YNYCTeens [youtu.be/YdcfHpbNp-A](https://youtu.be/YdcfHpbNp-A)

YouTube



Teens join together to make healthy living easier in NYC! #Healthswag

Youth from all five boroughs team up to ask local NYC businesses to make the healthy choice the easy choice. Businesses were tagged with Healthswag and learn...

[View on web](#)



# Attract SNAP and WIC participants



# Attract SNAP and WIC participants



# Bring in new customers

- Host in-store nutrition events
- Advertise to customers
- Use social media
- Attract SNAP and WIC participants





Renovate the  
store



# Lee's Food Mart: *Before*



Photo: SEFA Food Guardians Project

# Lee's Food Mart: *After*



Photo: SEFA Food Guardians Project

# Lee's Food Mart: *Before*

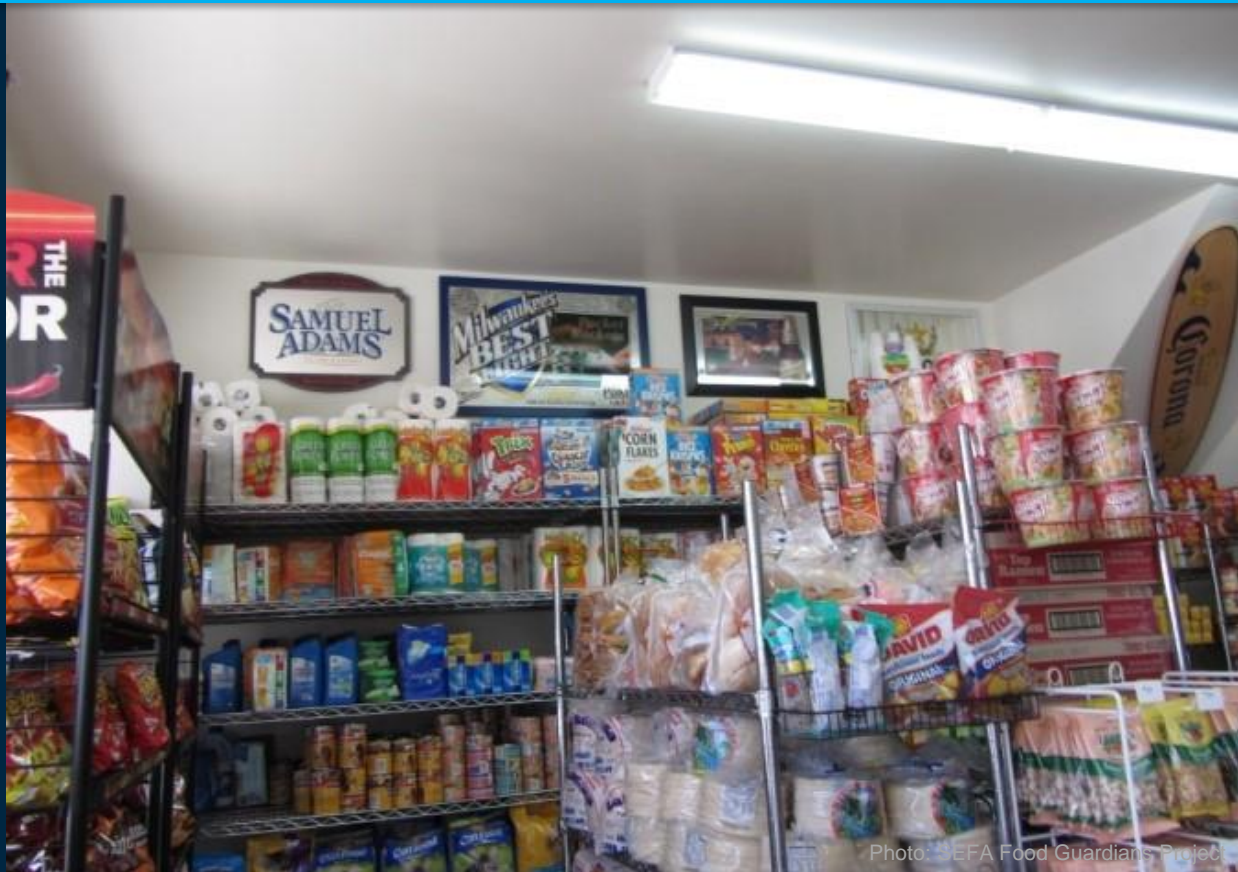


Photo: SEFA Food Guardians Project

# Lee's Food Mart: *After*



Photo: SEFA Food Guardians Project

# Example: Eat Fresh Live Well



# Renovate the store

- Remove signage for unhealthy products
- Add signage highlighting healthy products
- Change product placement
- New shelving and display cases







Make it  
easier to do  
business



# Offer produce handling technical assistance

## Fresh Produce Temperature Guide

Use these temperature guidelines to reduce produce spoilage.

Refrigerate 			Do Not Refrigerate 		
	Temp.	Shelf Life		Temp.	Shelf Life
<b>Fruits</b>					
Apples	32-35°	2-3 weeks	Bananas	60-65°	5-7 days
Blueberries	33-35°	1-2 weeks	Grapefruit	58-60°	1-2 weeks
Cantaloupe	40-50°	5-10 days	Mangos	55°	1 week
Cherries	32-35°	5-7 days	Peaches	65-70°	5-7 days
Grapes	32-35°	5-7 days	Pineapple	60-70°	5-7 days
Honeydew	40°	5-7 days			
Kiwi	32-35°	7 days	<b>Vegetables</b>		
Lemons	40-50°	2-3 weeks	Avocados	65-70°	5-7 days
Limes	40-45°	2-3 weeks	Garlic	32-35°	30-60 days
Oranges	32-34°	2-3 weeks	Onion	55-60°	30-60 days
Pears	32-35°	1 week	Potatoes	55-60°	30-60 days
Raspberries	32-35°	1 week	Sweet Potatoes	55-60°	10 days
Strawberries	32°	1 week	Tomatoes	55-60°	5-7 days
			Watermelon	55-60°	7-10 days
			Winter Squash	55-60°	30-60 days
			Yucca	55-60°	5-7 days
<b>Vegetables</b>					
Asparagus	32-35°	1 week			
Beans (Snap)	32-35°	5-7 days			
Broccoli	32-35°	5-7 days			
Cabbage	32-35°	1 week			
Carrots	32-35°	2-3 weeks			
Cauliflower	32-35°	1 week			
Collard Greens	32-35°	5 days			
Cucumber	36-40°	1 week			
Eggplant	32-35°	1 week			
Lettuce	32-35°	1 week			
Peppers	36-40°	1-2 weeks			
Spinach	32-35°	5 days			
Summer Squash	36-40°	5-7 days			

### Tip

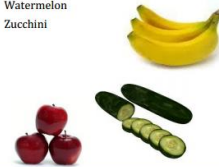
Some items, like apples, pears, oranges and peppers, can be displayed at room temperature. This will shorten their shelf life. If you display these items at room temperature during the day, be sure to refrigerate them at night.

## Fresh Produce Sold by Season in Missouri

Winter	Spring	Summer	Fall
Apples	Artichokes	Apricots	Apples
Bok Choy	Asparagus	Beets	Bok Choy
Brussels sprouts	Broccoli	Bell peppers	Broccoli
Chestnuts	Chives	Blackberries	Brussels sprouts
Coconuts	Collard greens	Blueberries	Cauliflower
Dates	Green beans	Cantaloupe	Coconuts
Grapefruit	Mangos	Cherries	Cranberries
Kale	Oranges	Cucumbers	Garlic
Oranges	Limes	Eggplant	Ginger
Parsnips	Pineapple	Garlic	Grapes
Pears	Snow peas	Grapes	Guava
Sweet potatoes	Spinach	Green beans	Mangos
Tangerines	Strawberries	Honeydew	Pears
Turnips		Kiwi	Pineapple
Winter squash		Lima beans	Pumpkin
Yams		Nectarines	Sweet potatoes
		Peaches	Turnips
		Plums	Winter squash
		Raspberries	
		Strawberries	
		Sweet corn	
		Tomatoes	
		Watermelon	
		Zucchini	

### Year round

Avocados  
Bananas  
Cabbage  
Carrots  
Celery  
Lemons  
Lettuce  
Mushrooms  
Onions  
Bell peppers  
Potatoes



## APPLES



Refrigeration: Yes Storage Temp: 30-32° F

Ethylene Production: Very High Display on Ice: No

Ethylene Sensitivity: High Mist: No

### Handling and Storage:

- Keep cool at all times.
- Fragile—DO NOT stack anything on top; apples bruise and scar easily.
- Shriveled skin, bruising and scarring indicate loss of crispness and flavor—pull from display.

### Displaying:


- DO NOT store or display near items that release a high or medium amount of ethylene gas, including apricots, avocados, bananas, cantaloupes, mangoes, nectarines, pears, peaches, and tomatoes.
- DO NOT store or display near the following ethylene sensitive items: avocados, bok choy, broccoli, cabbage, carrots, chard, collards, cucumbers, kale, lettuce, green onions, mature dry onions, pears, spinach, and watermelons.

Notes: The soft paper "pillows" that apples are delivered in can be re-used in the base of baskets for display.

Help with  
merchandising  
and  
distribution



# Offer marketing technical assistance



## Tomates

**CONSEJOS AL COMPRAR**

- Busca tomates redondeados, que tengan cáscara lisa, de color parejo y con olor dulce.
- Evita tomates blandos, magullados o agrietados.

**¿SABÍAS QUE...?**

- Existen más de 4,000 tipos de tomate de diferentes tamaños, formas y colores.
- El tomate en verdad es una fruta, pero en 1893, la Suprema Corte de los Estados Unidos declaró que es un vegetal.

**¿PORQUÉ SON BUENOS PARA TÍ?**  
Un tomate tamaño mediano contiene:

- Una excelente fuente de vitamina C.
- Vitamina A.

**IDEAS PARA SERVIR**

- Añade tomates a las sopas, guisados y pastas para darles mejor sabor.
- Añade tomate fresco a las comidas cotidianas como los sándwiches y las ensaladas.

TEMPORADA	ALMACENAMIENTO
Las variedades que se cosechan en California están disponibles desde finales de la primavera hasta mediados del otoño, y pueden estar más frescas y costar menos que las variedades enviadas de otras regiones.	Madura los tomates colocándolos en una bolsa de papel hasta que la cáscara ceda a una presión ligera. Almacena los tomates maduros a temperatura ambiente y alejados de la luz directa del sol, hasta por cinco días. Refrigera solo los tomates partidos o cocidos.

Folleto proporcionado por el Programa de Copias para Alumnos del Departamento de Agricultura de los EE.UU. • Departamento de Salud Pública de California 11/04/10er. 02/10



**Look for drinks that have 100% juice on the label.**



For CalFresh Information, call 1-877-847-3663. Funded by USDA SNAP-EI, an equal opportunity provider and employer. Visit [www.CalChampionsForChange.net](http://www.CalChampionsForChange.net) for healthy tips.  
Content developed by County of Sonoma, Department of Health Services.



**Add plenty of vegetables to your whole wheat tuna sandwiches.**



Funded by USDA SNAP known in California as CalFresh. • California Department of PUBLIC Health. POS-944/Ver. 02/11

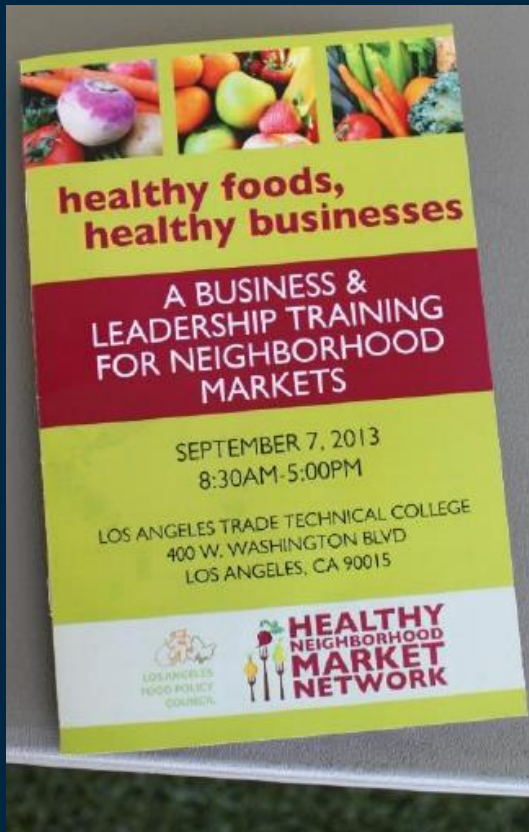


**Serve brown rice with your stir-fry chicken and vegetables.**



Funded by USDA SNAP known in California as CalFresh. • California Department of PUBLIC Health. POS-944/Ver. 02/11

# Connect stores to business mentors



# Connect stores to loan or grant opportunities

## Understanding the Role of Community Development Finance in Improving Access to Healthy Food

A Guide for Public Health Practitioners

June 2014



NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
TO PROMOTE COMMUNITY HEALTHY

## CDFIS IN ARIZONA

### COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS

#### WHAT ARE CDFIS?

Community Development Financial Institutions (CDFIs) are specialized community based financial institutions with a primary mission to promote economic development by providing financial products and services to people and communities underserved by traditional financial institutions, particularly in low income communities.

CDFIs include community development banks and credit unions, and non-regulated institutions such as non-profit loan funds or venture capital funds.

#### CDFIS IN ARIZONA:

- Yavapai Apache Nation Community Development & Lending Corporation (CDFI), Camp Verde
- Pima Lending and Financing Corporation, Chandler
- Hopi Credit Association, Keams Canyon
- Neighborhood Economic Development Corporation, Mesa
- Nogales Community Development Corporation, Nogales
- San Carlos Apache Tribe ReLending Enterprise, Peridot
- Arizona MultiBank CDC, Phoenix
- Arizona Tribal CDFI, Phoenix
- MarSol Federal Credit Union, Phoenix
- Neighborhood Housing Services of Phoenix, Inc., Phoenix
- Prestamos, CDFI, LLC, Phoenix
- Raza Development Fund, Inc., Phoenix
- Border Financial Resources Inc, San Luis
- Salt River Financial Services Institution, Scottsdale
- Community Development Financial Institution of the Tohono O'odham Nation, Sells
- PPEP Microbusiness and Housing Development Corporation, Inc., Tucson
- Pyramid Federal Credit Union, Tucson

#### THE CDFI FUND – U.S. DEPARTMENT OF TREASURY

The Community Development Financial Institutions (CDFI) Fund is an innovative federal agency within the Treasury Department that was established in 1994, through the *Riegle Community Development and Regulatory Improvement Act*, to promote community development in distressed urban and rural communities by increasing the availability of credit, investment capital and financial services available.

Since 1994, the CDFI Fund has awarded more than \$2 billion on a competitive basis to CDFIs including Native CDFIs, small and emerging CDFIs and financial institutions through the BEA Program.

Number of CDFIs in Arizona:

17

Total CDFI Fund awards to Arizona organizations since 1996:

\$24,829,809

New Market Tax Credit awards to Arizona since 2002:

\$626,000,000

#### PUTTING CDFI FUND AWARDS TO WORK

##### PERFORMANCE OF CDFI PROGRAM AWARDEES FOR FY 2014

In FY 2014, CDFIs made over 28,000 loans or investments totaling nearly \$3 billion, financed nearly 10,000 small businesses and over 25,000 housing units.

- **Amount of Total Loans/Investments Originated:** \$2,759,152,949
- **Number of Total Loans/Investments Originated:** 28,117
- **Business and Microenterprise Originations:** \$643,338,268
- **Number of Originations:** 12,035
- **Consumer Originations:** \$19,531,462
- **Number of Originations:** 3,941
- **Home Improvement and Home Purchase Originations:** \$565,338,116
- **Number of Originations:** 8,428
- **Residential Real Estate Originations:** \$668,079,808
- **Number of Originations:** 1,231
- **Commercial Real Estate Originations:** \$497,509,086
- **Number of Originations:** 830
- **All Other Originations:** \$365,356,509'
- **Number of Originations:** 1,652
- **Affordable Housing Units Financed:** 28,617
- **Rental Units 25,662 and Owner Units:** 2,955
- **Businesses Financed:** 9,388'
- **Financial Access and Literacy**
- **Individuals Served by Financial Literacy or Other Training:** 252,552

[www.cdfi.org](http://www.cdfi.org)

# *Make it easier to do business*

- Offer produce handling assistance
- Offer marketing and merchandising technical assistance
- Connect stores to business mentors
- Connect stores to loan or grant opportunities



# Types of incentives



Bring in new customers



Renovate the store



Make it easier to do business

# Best Practices





Frame the  
incentive as a  
business benefit

# Tell them what it's worth



## Take Small Steps to Sell Healthier Foods



### Step 5:

Offer more fresh fruits and vegetables, low-fat milk and eggs. See page 21 for fresh produce with a longer shelf life.

### Step 4:

Create a healthy food section in your store. Post signs directing customers to healthy foods.

### Step 3:

Add whole grains and foods low in fat, sugar and salt to your current inventory of canned and packaged foods.

### Step 2:

Stock more healthy snack items like baked chips, low-salt pretzels, reduced fat granola bars or low-fat yogurt.

### Step 1:

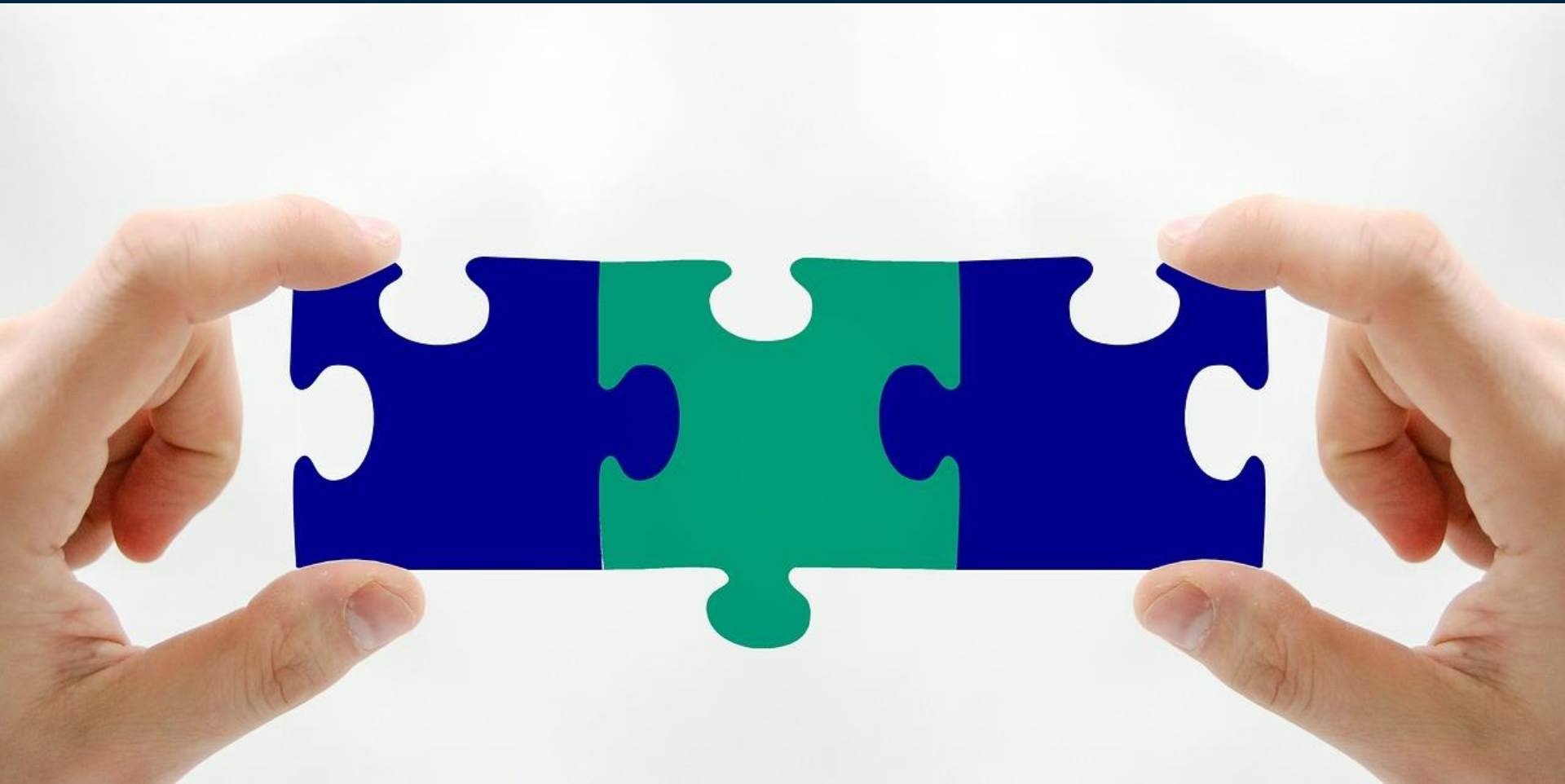
Stock more bottled water and 100% juices.

# Align incentives to level of risk

# Prepare storeowners to go it alone



# Make connections



How do I decide what  
incentive to offer?



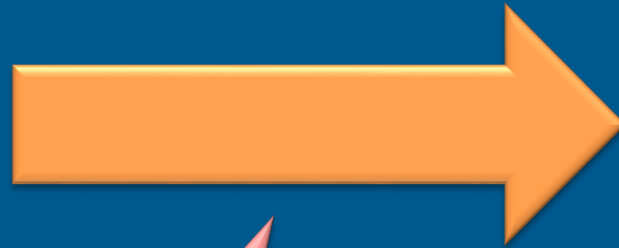




Resources  
Expertise  
Support



INCENTIVES!



Barriers?



Please  
Save Your  
ID Ready

We do not  
sell candy  
that has lead  
\*\*\*  
No vendemos  
dulce que  
contiene plomo

WOMEN TO CUSTOMERS  
FREE AND PENAL TEE  
Preservation  
OF THE C  
Safety C  
WARN  
Tobacco  
Prod

What are some barriers  
that Carl might face  
when it comes to selling  
healthy items?



# Activity:

# Brainstorming Barriers



## Activity: Identifying Barriers and Incentives

<i>One barrier to selling healthy foods in small stores is....</i>	<i>An incentive that can address this barrier is...</i>	<i>In order to provide this incentive, I can partner with...</i>
1.		
2.		
3.		
4.		
5.		

# Activity:

## Brainstorming Barriers

One barrier to selling healthy foods in small stores is...
1.
2.
3.
4.
5.

- Work on your own
- Fill out the first column only
- No right or wrong answers
- Write as many barriers as you can in 2 minutes!

# game plan

- 1. Discuss barriers with group**
- 2. Brainstorm incentives + potential partners with group**
- 3. Report out**

# group discussion

## **1. Take turns sharing your themes**

- Be specific
- Any recurring themes?
- Any barriers that surprised you?

## **2. Assign a note-taker**

## **3. Select 3-5 distinct barriers and write them on the chart paper**

# group discussion

## 1. Assign a note-taker

## 2. Brainstorm potential incentives to address each barrier

- Can use examples from early presentation, or entirely new ideas.

## 3. Identify potential partners

- Think about *types* of partners to bring in (e.g., business mentor, financing entity, neighborhood residents, community-based organization, etc.)



lunch

break

**Activity**

What worries you  
about doing healthy  
food retail in your  
community?

What do you want  
to change in your  
community?

# Data! What is it good for?



# What's next?

1. Assess the retail environment
2. Define the problem
3. Articulate your vision
4. Come up with a plan



# What's next?

1. **Assess the retail environment**
2. Define the problem
3. Articulate your vision
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# Why assess?



Learn about it



Document your needs



Align your plan with stakeholders' needs and priorities



# Assess what?



Physical environment



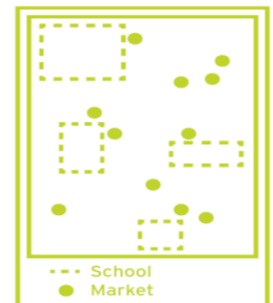
Cultural environment



Policy environment

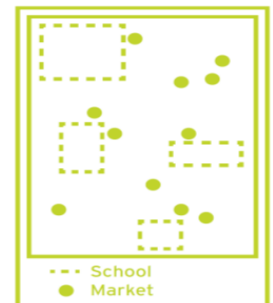
# physical environment

- How many stores sell healthy items, and where are they located?
- Where are unhealthy items sold and how are they promoted?
- How many stores accept SNAP or WIC benefits?
- Is it easier for some people to access healthy items than it is for other people?



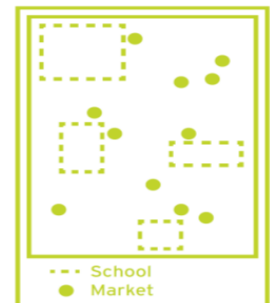
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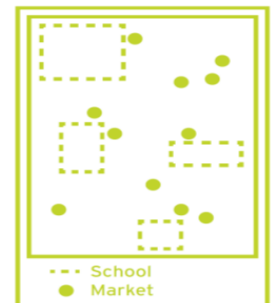
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# physical environment

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- Where are unhealthy items sold and how are they promoted?
- How many stores accept SNAP or WIC benefits?
- **Is it easier for some people to access healthy items than it is for other people?**



# cultural environment

- **Why do small food retailers carry certain products and not others?**
- What changes would be easiest or hardest for them to make?
- What kinds of healthy changes would community members like to see?
- What are the barriers to eating healthily?



# cultural environment

- Why do small food retailers carry certain products and not others?
- **What changes would be easiest or hardest for them to make?**
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# cultural environment

- Why do small food retailers carry certain products and not others?
- What changes would be easiest or hardest for them to make?
- **What kinds of healthy changes would community members like to see?**
- What are the barriers to eating healthily?





# cultural environment

- Why do small food retailers carry certain products and not others?
- What changes would be easiest or hardest for them to make?
- What kinds of healthy changes would community members like to see?
- **What are the barriers to eating healthily?**



# policy environment

- **What existing policies affect retailers generally?**
- What existing policies affect small food retailers?
- Which agencies regulate small food retailers?
- Are any requirements duplicative?



# policy environment

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- **What existing policies affect small food retailers?**
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- What existing policies affect small food retailers?
- **Which agencies regulate small food retailers?**
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# policy environment

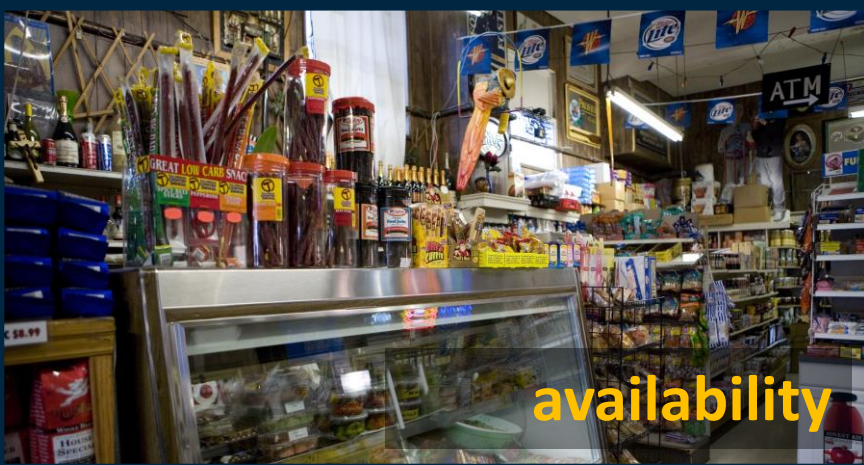
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# What's next?

1. Assess the retail environment
- 2. Define the problem**
3. Articulate your vision
4. Come up with a plan

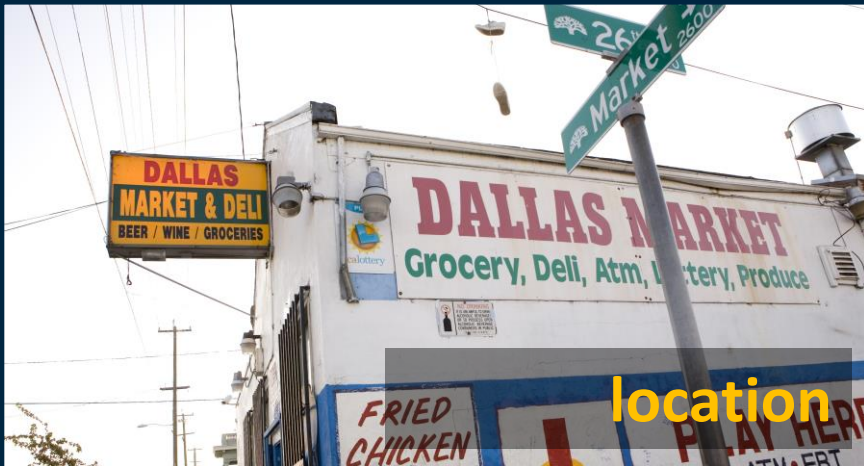




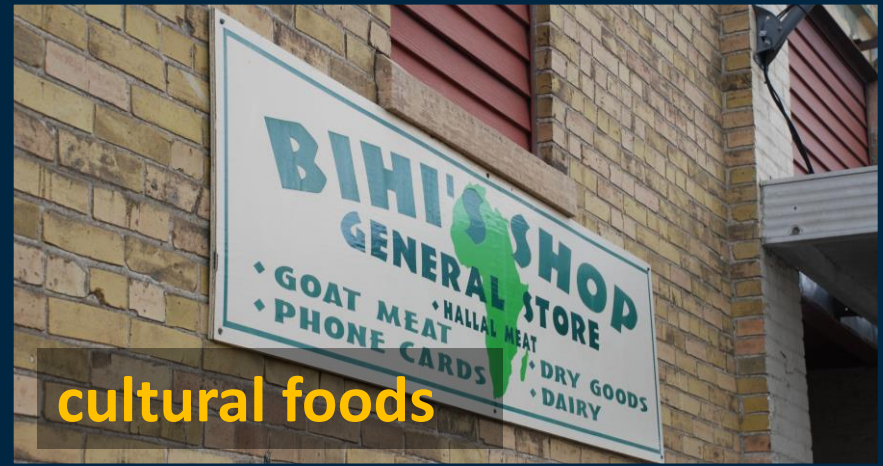
availability



marketing



location



cultural foods



affordability



transportation

# What's next?

1. Assess the retail environment
2. Define the problem
- 3. Articulate your vision**
4. Come up with a plan





# What's next?

1. Assess the retail environment
2. Define the problem
3. Articulate your vision
4. **Come up with a plan**





**"Just how many ways are there to skin a cat?"** Posters

# WRAPPING UP



Please share one  
of the following:

- An *insight* from today
- A *person* you plan to follow up with
- A *task* you plan to do in the next week

# Call us!

*(E-mail is fine, too!)*

How do I get started?

Give me an  
example of...

Is this legal?

Is there a model  
policy?

Can you recommend  
an assessment tool?



[www.eatwellbewell.org](http://www.eatwellbewell.org)

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Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

For any other information dealing with Supplemental Nutrition Assistance Program (SNAP) issues, persons should either contact the USDA SNAP Hotline Number at (800) 221-5689, which is also in Spanish or call the Arizona Nutrition Network Hotline; in Maricopa County call 602-542-9935, outside of Maricopa County call 1-800-352-8401.

*Thank you!*

**Rio Holaday**

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