Healthy Food Retail in Small Stores
Karen Shore, MPH
The food and beverage environment in most low-income areas does not support the health or well-being of residents

- Small stores dominate, and sell mostly sugary drinks and “junk” snacks
- City officials and community members often identify issues with code compliance, safety, and negative perceptions in many of these small stores
And many smaller stores in these areas rely on sales of various unhealthy and non-food items

- Sugary drinks
- High-salt, high-fat, and/or high-sugar snacks
- Processed deli meats and cheeses
- Hot or to-go foods high in salt and fat
And many smaller stores in these areas rely on sales of various unhealthy and non-food items

- Sugary drinks
- High-salt, high-fat, and/or high-sugar snacks
- Processed deli meats and cheeses
- Hot or to-go foods high in salt and fat
- Tobacco
- Alcohol
- Payday lending
- Fuel sales
- Auto repair
- General merchandise
- Much more
Yet, small food stores play a major role in the day-to-day lives and food purchases of low-income individuals and children; and…

- Markets for Local Farmers & Ranchers
- Convenient Sources of Fresh Food
- Boost to Local Food Justice Efforts
- Convenient Sites for Health Screenings
- Community Gathering Places
- Catalysts for Community Safety & Revitalization
- Local Employers: All Age, Skill, and Ability Levels
- Business Anchors and Leaders
- Healthy Small Stores

Community Anchors and Leaders

All Age, Skill, and Ability Levels
Our (Direct) Work with Healthy Food Retailers
Examples of Small Stores The Food Trust Works With in Rural and Urban Communities

Exeter, Maine
Navajo Nation
Philadelphia, PA
San Jose, CA
## Social Determinants of Health

<table>
<thead>
<tr>
<th>Economic Stability</th>
<th>Neighborhood and Physical Environment</th>
<th>Education</th>
<th>Food</th>
<th>Community and Social Context</th>
<th>Health Care System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>Housing</td>
<td>Literacy</td>
<td>Hunger</td>
<td>Social integration</td>
<td>Health coverage</td>
</tr>
<tr>
<td>Income</td>
<td>Transportation</td>
<td>Language</td>
<td>Access to healthy options</td>
<td>Support systems</td>
<td></td>
</tr>
<tr>
<td>Expenses</td>
<td>Safety</td>
<td>Early childhood education</td>
<td></td>
<td>Community engagement</td>
<td>Provider availability</td>
</tr>
<tr>
<td>Debt</td>
<td>Parks</td>
<td>Vocational training</td>
<td></td>
<td>Discrimination</td>
<td>Provider linguistic and cultural competency</td>
</tr>
<tr>
<td>Medical bills</td>
<td>Playgrounds</td>
<td>Higher education</td>
<td></td>
<td>Stress</td>
<td>Quality of care</td>
</tr>
<tr>
<td>Support</td>
<td>Walkability</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Zip code / geography</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Health Outcomes
- Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations
Improve in-store environment, boosting fresh produce in particular...
... and community revitalization programs
Local policies

POLICY WIN FOR SIDEWALK PRODUCE SALES IN PHILLY

Thanks to new legislation, it's now easier for business owners to sell fresh fruits and vegetables outside their stores. Owners can sell produce on the sidewalk next to their store without a special license, and store shelving outdoors overnight, on any street in Philadelphia.

#healthycornerstores #healthyfoodaccess
Incentives
Deepen/expand ag connections
Promote locally grown produce
Incubate new fresh food businesses
Build new distribution strategies

PRODUCE PURCHASING ORDER

Order Date: __________  Store Name: _____________________________
Contact Person Name: __________________________________________
Address: _____________________________  City, Zip Code: __________
Phone: _____________________________  E-mail: _____________________________

Shipping Method: _____________________________  Shipping Term: __________
Pick up: __________  Pickup Time: __________  Born to room: __________

Pick up
Minimum Purchase
Order Quantity  Description/Unit  Pack  Product  Average Weight  Unit Price  Line Total
1  Case (17 bundles)  Banana  ~3.45 lb each
3  Pound  Brown Pear  ~0.69 lb each
3  Pound  Fuji Apple  ~0.81 lb each
10  Each  Limes
5  Each  Marian Mango
4  Each  Melon Watermelon~0.81 lb each
3  Pound  Orange
4  Each  Pineapple
1  2 Pound Bag  Seedless grapes
5  Each  Avocado
6  Each  Cem
1  Pound  Garlic  ~0.15 lb each
3  Each  Iceberg Lettuce
5  Pound  Romaine Lettuce
3  Pound  Yellow Onion  ~0.75 lb each
3  Pound  Roma Tomato  ~0.35 lb each

Total

1. Please send a copy of your produce order through fax or email 2 days before pick up date (Monday).
2. Please notify us immediately if pickup date changes.
3. Payment due upon pickup.
4. Payment Method: Cash and Check.
5. Prices and availability are subject to change depending on weekly market costs.
6. Order whole numbers, no half pounds.

Pick up signature: _____________________________  Date: __________

Laredo Market  665 W. Almera Ave., San Jose, CA 95123  Phone: (408) 892-8678  E-mail: Jian@Jian@yahoo.com
Expand community engagement...

HEALTHY COMMUNITY DAY

WHEN: Saturday, April 29th @ 10am
10 am-1 Corner Store Clean-up
1 pm-3 Community Health Celebration

WHAT: Volunteer to paint this neighborhood corner store, plant flowers and do a street cleanup. THEN, enjoy free food, giveaways, cooking demos, health screenings and MORE!

WHERE: Hermanos Cruz Grocery
@9th & Huntingdon St. (now called Corner Food Market II)

RSVP to Volunteer: 215.575.0444 x3174
or jtepel@thefoodtrust.org
by April 24

RAIN DATE: Saturday, May 6th
... and build community ownership
Food = Medicine

http://thefoodtrust.org/heart-smarts-toolkit
...healthcare access
... social and behavioral health
Anthem Foundation Grant

Increase Healthy Food Access
- Business improvement
- Community and economic development
- Food justice
- Food systems
- Healthy food incentives

Launch Heart Smarts
- Nutrition education
- Cooking demos/tasting
- Healthcare screenings

Expand Community Ambassadors
- Outreach
- Leadership
- Training
Anthem Foundation Grant

San Jose:
- 11 stores
- 6 Heart Smarts stores;
- 4 with health screenings
- 3,305 individuals

Indianapolis:
- 5 stores/sites
- 4 Heart Smarts stores;
- 2 with health screenings
- 541 individuals

Cleveland:
- 20 stores
- 7 Heart Smarts stores;
- 3 with health screenings
- 1,805 individuals
Spotlight:

FAR EASTSIDE - INDIANAPOLIS, IN
Surveys and Conversations
Pilot

Mapping & Canvassing; Begin Store Recruitment

Finish Recruitment; Hire Community Ambassadors

Community Ambassador Training; Install Healthy Store Conversions
Spotlight:

SAN JOSE, CALIFORNIA
Thank You

Karen Shore, MPH
Email: kshore@thefoodtrust.org
Twitter: @thefoodtrust @KarenVanAlen