



Healthy Food Retail in Small Stores

Karen Shore, MPH



READING TERMINAL MARKET

Food • Poultry • Bread • Produce • Dairy • Spices •

DONT BLOCK
THE BOX

ONE WAY

- Reading Terminal Market
- Christmas
- Big Terminal
- Traders
- The Gallery
- Market East Station
- Cheeset, Walnut Shopping
- Water Center
- Carrolltown Center
- Independence Park Stop

OPEN





SHOP

LEARN

LIVE

GROW

Reimagining

- THE -

COMMUNITY

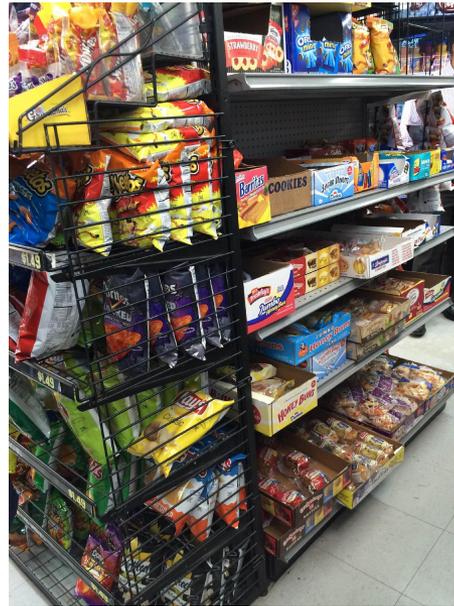
FOODSCAPE™



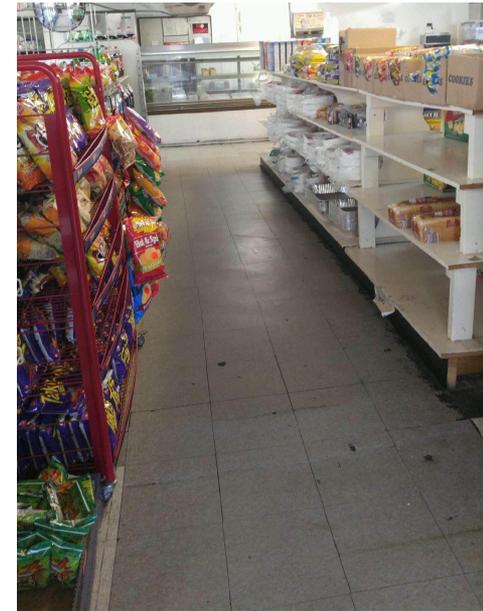
The Food Trust
THEFOODTRUST.ORG

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



Chips, candy, and pastries are the only foods sold at this convenience store



Full display of chips but mostly empty grocery shelves

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...





Exeter, Maine



Navajo Nation

Examples of Small Stores The Food Trust Works With in Rural and Urban Communities



Philadelphia, PA



San Jose, CA

Figure 1

Social Determinants of Health

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

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

Laredo Market
 565 W. Alma Avenue, San Jose, CA 95125
 (408) 892-8078
 jfanflan81@yahoo.com

PRODUCE PURCHASING ORDER

Order Date: _____

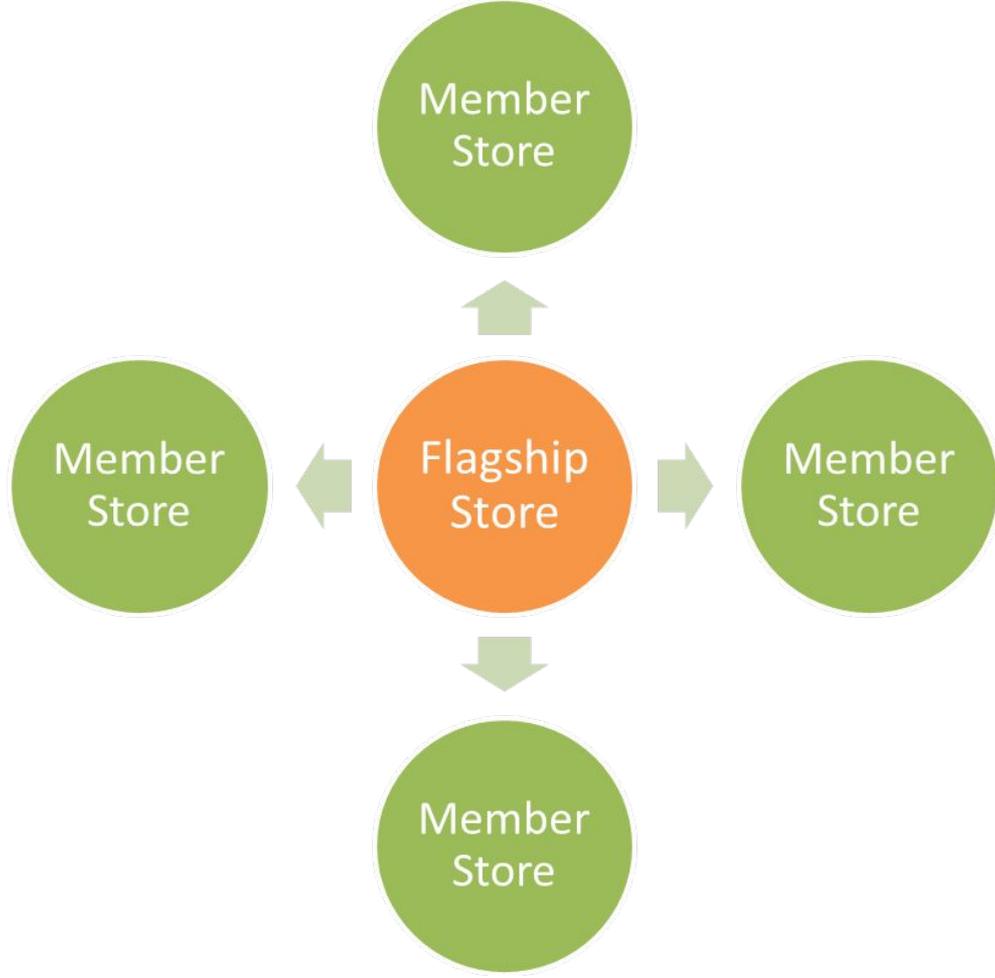
Store Name: _____
 Contact Person Name: _____
 Address: _____
 City, Zip Code: _____
 Phone: _____

Shipping Method	Shipping Terms	Pickup Time
Pick up	Pick up on Wednesday	8am to noon

Order Quantity	Minimum Purchase	Description/Pack	Product	Average Weight	Unit Price	Line Total
1		Case (12 bundles)	Banana	-0.45 lb each		
3	Pound		Brown Pear	-0.50 lb each		
3	Pound		Fuji Apples	-0.50 lb each		
10	Each		Limes			
5	Each		Mexican Mangos			
4	Each		Mini Watermelon			
3	Pound		Orange	-0.50 lb each		
4	Each		Pineapple			
1	2 Pound Bag		Seedless grapes			
5	Each		Avocado			
5	Each		Com			
1	Pound		Garlic	-0.15 lb each		
3	Each		Iceberg Lettuce			
3	Pound		Italian Squash	-0.65 lb each		
3	Pound		Jalapeño	-0.10 lb each		
3	Pound		Russet Potatoes	-0.60 lb each		
3	Pound		Tomatillo	-0.20 lb each		
3	Pound		Yellow Onion	-0.75 lb each		
3	Pound		Roma Tomato	-0.30 lb each		
Total						

1. Please send a copy of your produce order through text 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 Debit.
5. Prices and availability are subject to change depending on weekly market costs.
6. Order whole numbers; no half pounds.

Pick up signature _____ Date _____



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

NEW NAME!
Corner Food
Market II



... 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

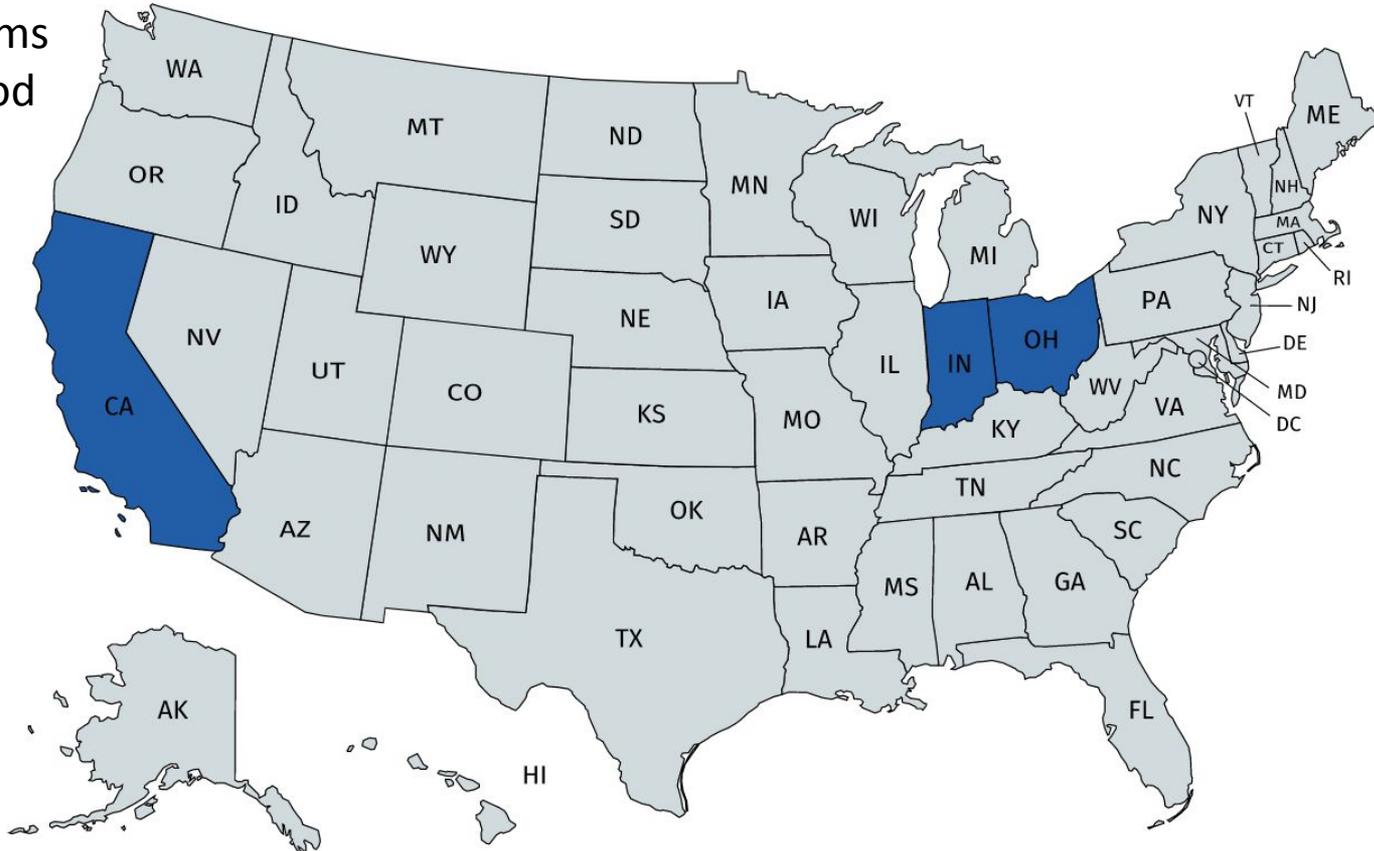
- Business improvement
- Community and economic development
- Food justice
- Food systems
- Healthy food incentives

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:

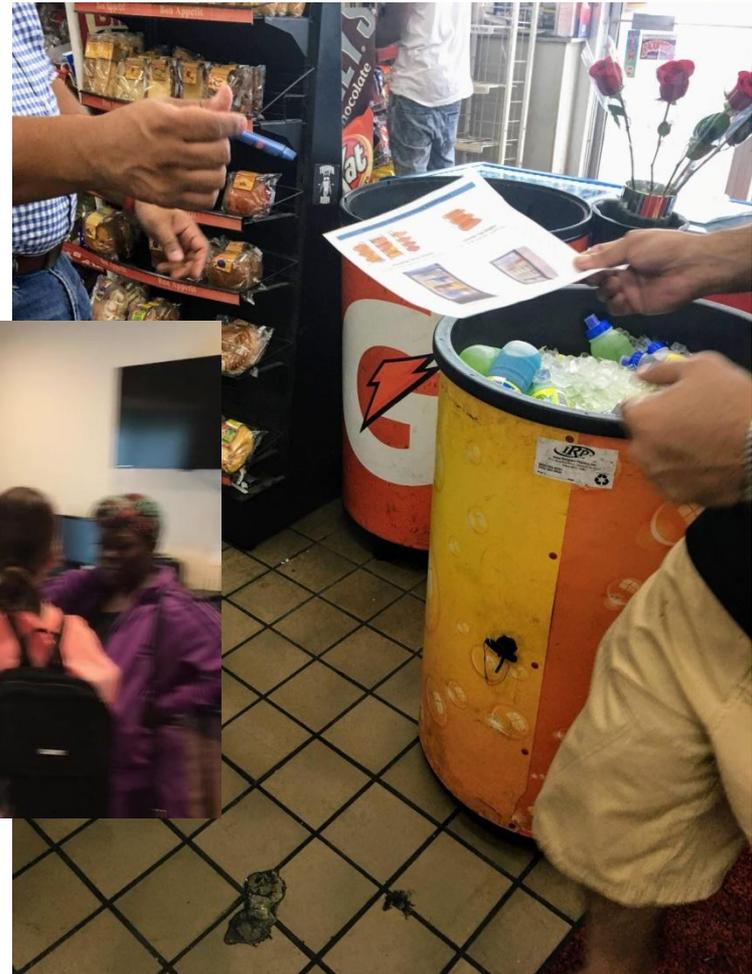
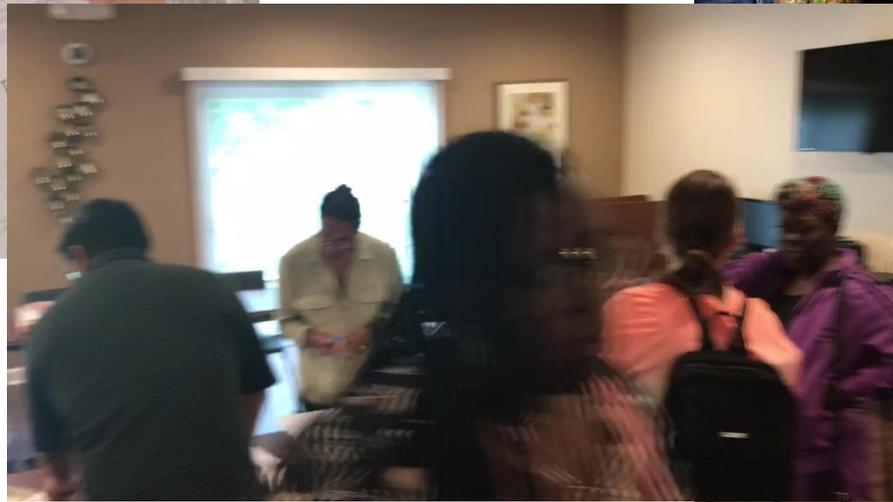
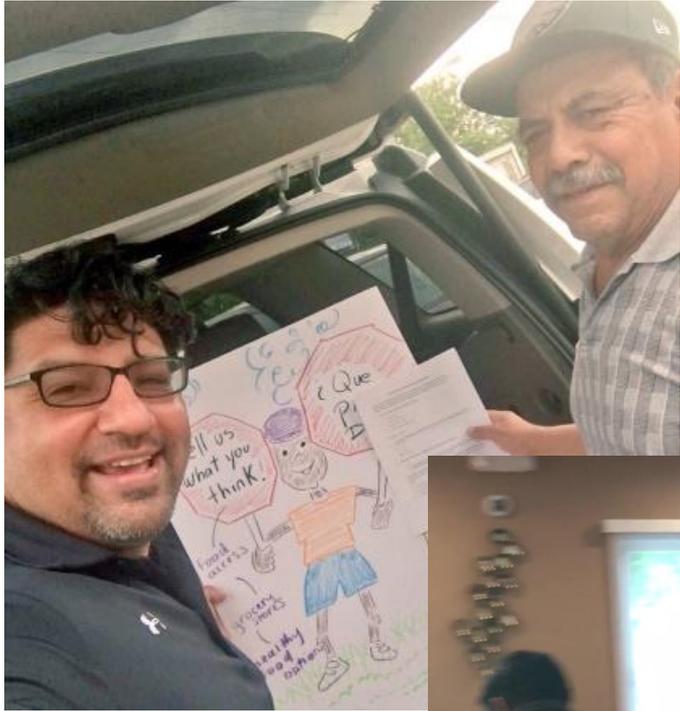
- 20 stores
- 7 Heart Smarts stores;
- 3 with health screenings
- 1,805 individuals



Spotlight:

FAR EASTSIDE - INDIANAPOLIS, IN

Surveys and Conversations





Pilot



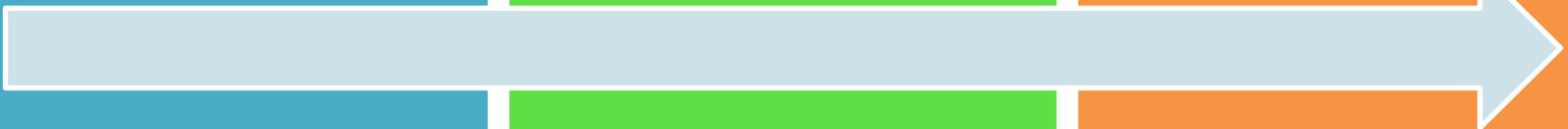
Mapping &
Canvassing;
Begin Store
Recruitment



Finish Recruitment;
Hire Community
Ambassadors

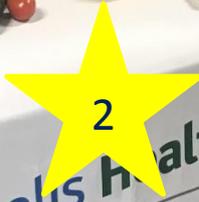


Community
Ambassador
Training;
Install Healthy
Store Conversions









Spotlight:

SAN JOSE, CALIFORNIA







Thank You

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