ChangeLab Solutions

Healthy Food Retail 101

Recorded on June 11, 2015

ChangeLab Solutions

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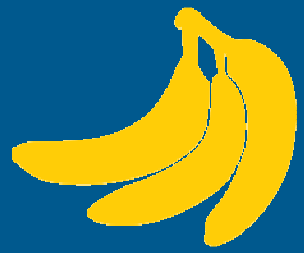
TIME TO SET THE TONE!

Image Credit: Sciencefocus.com

Personality Quiz

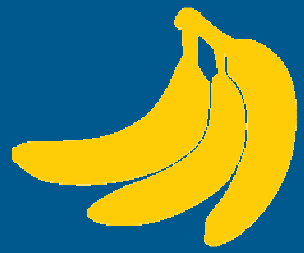


You think that the Golden State Warriors:

A. Will win the NBA Finals
B. Will lose the NBA Finals
C. Are a type of Viking

PRACTICE TEST

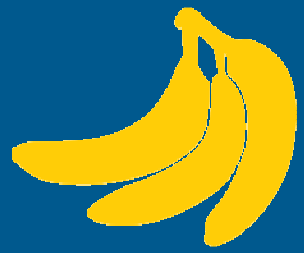
Personality Quiz



A You've worked in healthy food retail for:

1. Less than one year
2. One to two years
3. Over three years

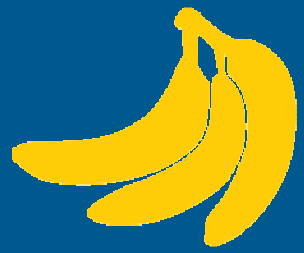
Personality Quiz



B **In your community, there are:**

1. No stores with healthy options
2. A few stores with healthy options
3. Many stores with healthy options

Personality Quiz

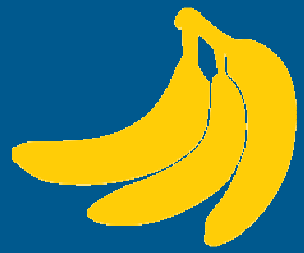


C

Your relationship with storeowners is:

1. Nonexistent
2. Lukewarm
3. Strong

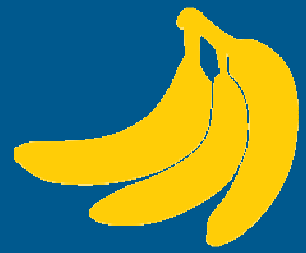
Personality Quiz



D Community members think healthy food retail is:

1. Not important
2. Somewhat important
3. Very important

Personality Quiz

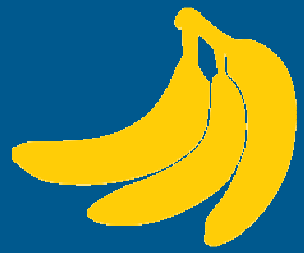


E

Local leaders are _____ of healthy food retail:

1. Not supportive
2. Lukewarm towards
3. Very supportive

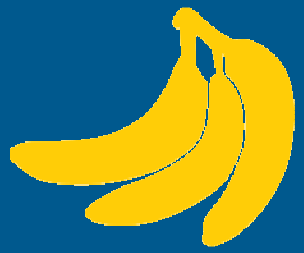
Personality Quiz



F Your healthy food retail team is like:

1. An island (just me)
2. A small town (a few teammates)
3. A metropolis (lots of people involved)

Personality Quiz



SCORING

Produce Pioneer

6 – 9 points

Groovy Grocer

10 – 14 points

Healthy Hero

15 – 18 points

Poll:

What's your healthy retail personality?

agenda q+a

- What is healthy food retail?
- Why does it matter in Arizona?
- How can small stores improve Arizonans' health?
- Can you give me an example?
- FAQ's

housekeeping

- Ask questions via chat box
- Share your experience via chat box
- Turn down the distractions
- Be active at your desk

Q:

What is healthy food retail?

healthy food retail

Pop-Up Retail

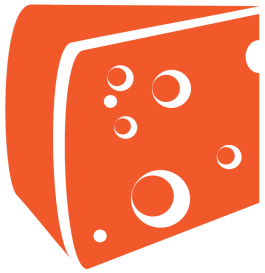
Small Stores

Grocery/
Supermarket

healthy food retail

Small Stores

healthy food retail



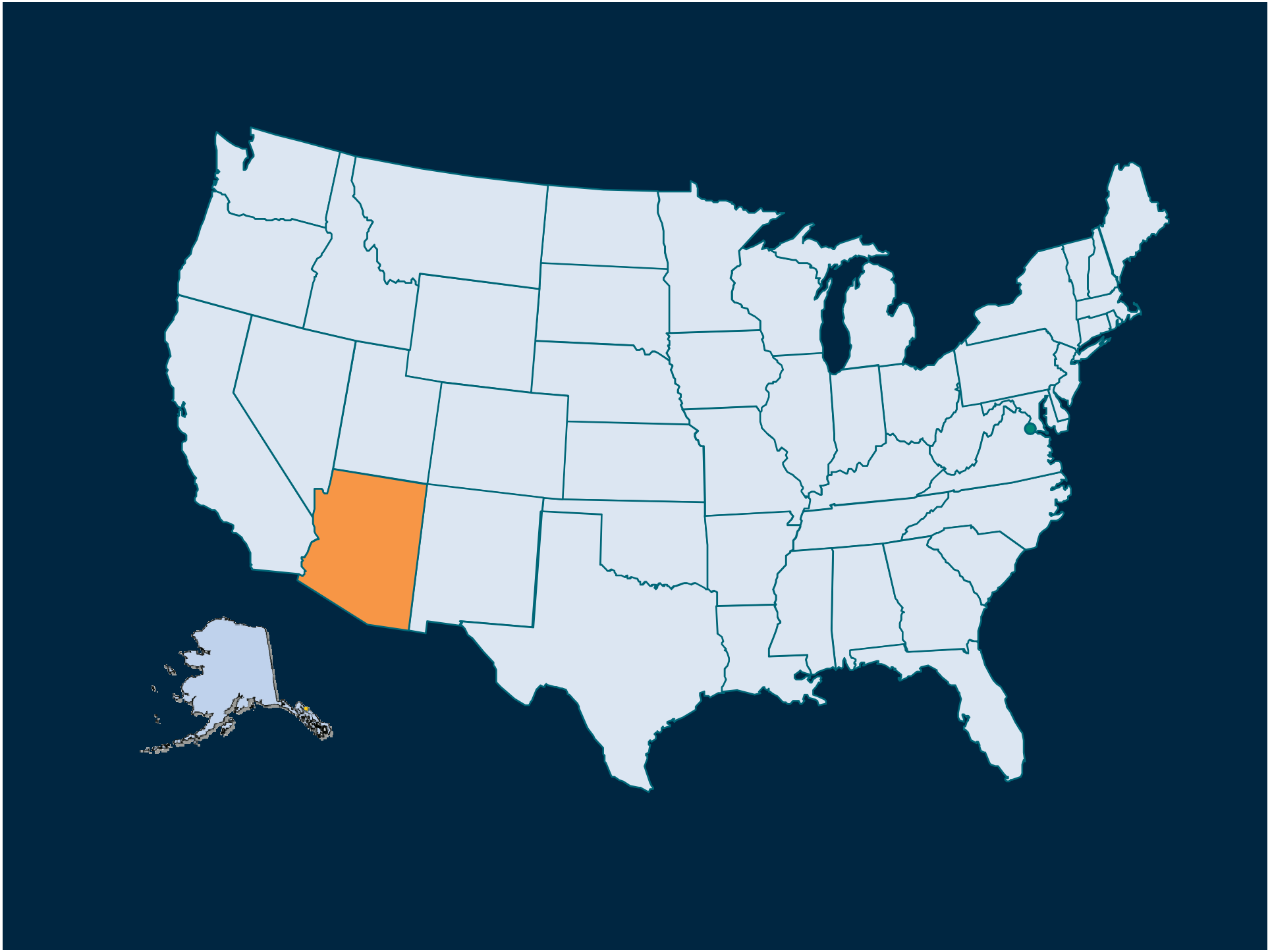
Q:

Why does it matter in Arizona?

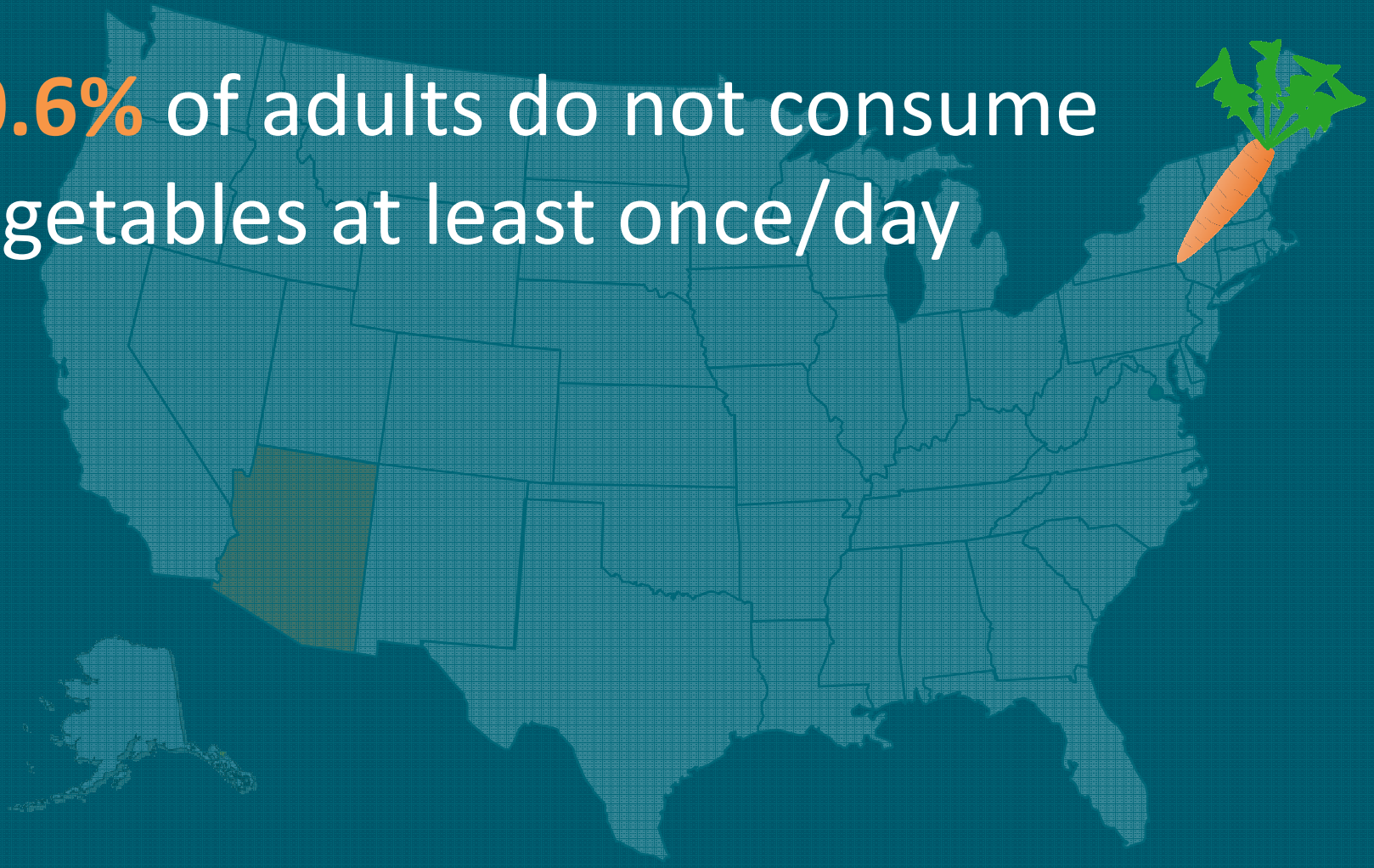
Q:

What city are you in?

Type your answers into the chat box!



20.6% of adults do not consume vegetables at least once/day



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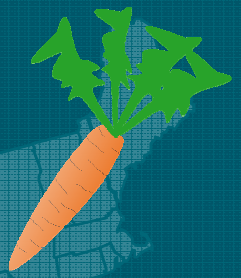
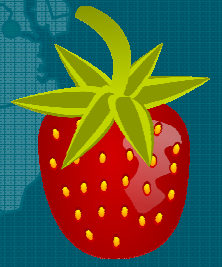


38% of adults do not consume fruit at least once/day



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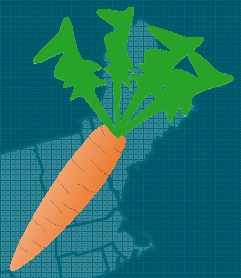

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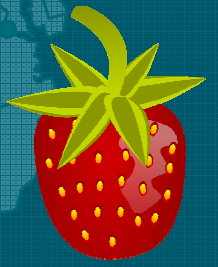
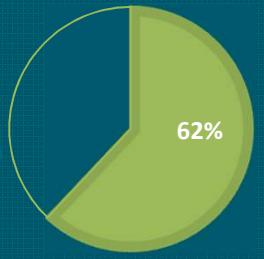


62% adults overweight or obese




English Cucumb
3 for


Chronic disease causes
70%
of deaths each year

Q:

Why focus on small stores?


Healthy
Selection
8th
CONTINENT
Soymilk
Original


Image credit: Flickr cc user Bart Everson

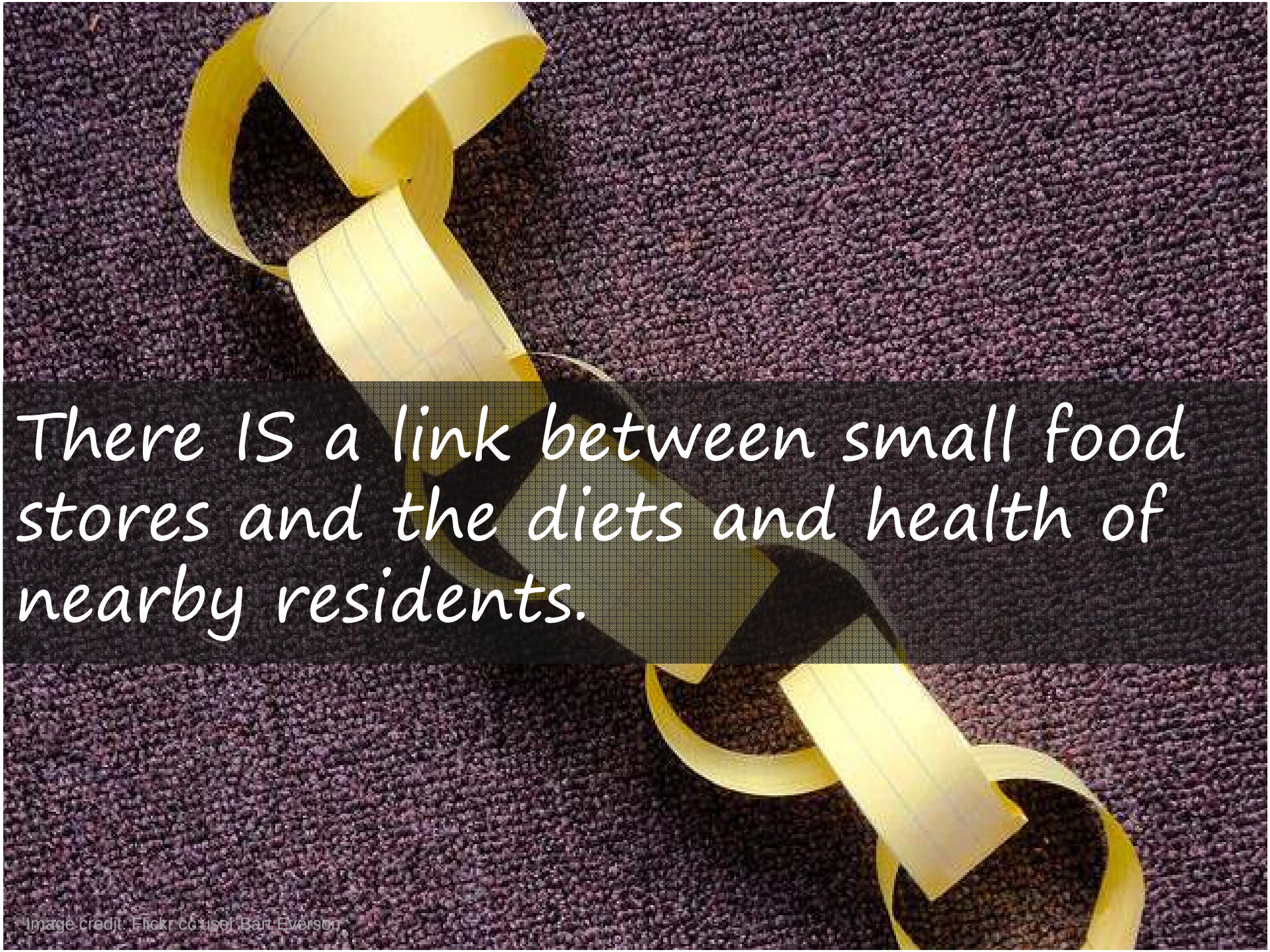


Image credit: Flickr cc user Bart Everson

Community Food Resources Report: Assessment of Access

Central City South, Phoenix, Arizona

May 2011

Prepared by:

Carolyn Crouch, MA
School of Sustainability,
Arizona State University

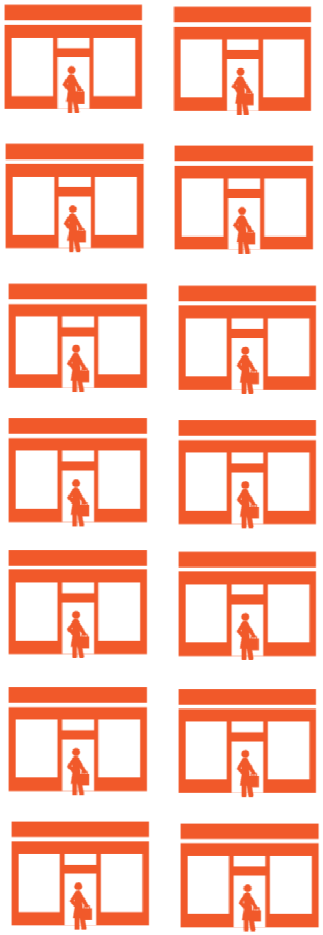
In Partnership with:

Phoenix Revitalization Corporation
1310 West Hadley St # B
Phoenix, AZ 85007

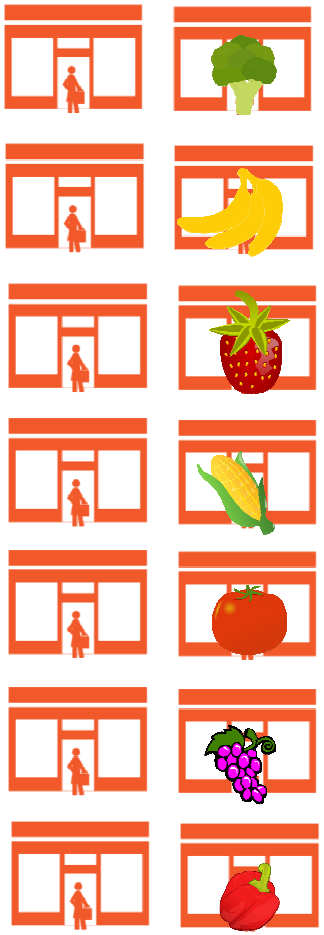
Central City South, Phoenix
Community Food Resources Report Findings

Central City South, Phoenix
Community Food Resources Report Findings

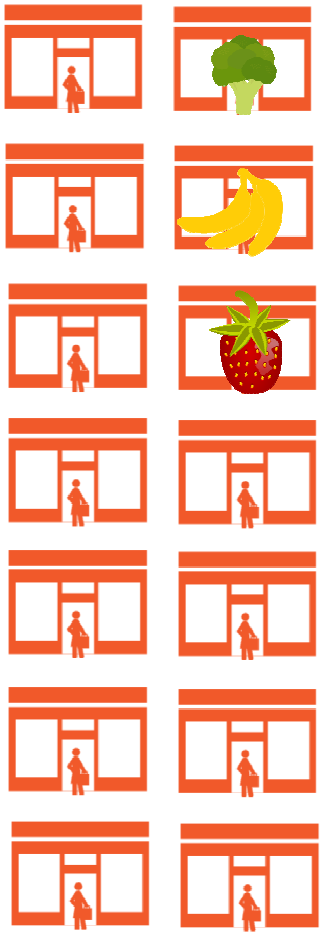
Central City South, Phoenix
Community Food Resources Report Findings



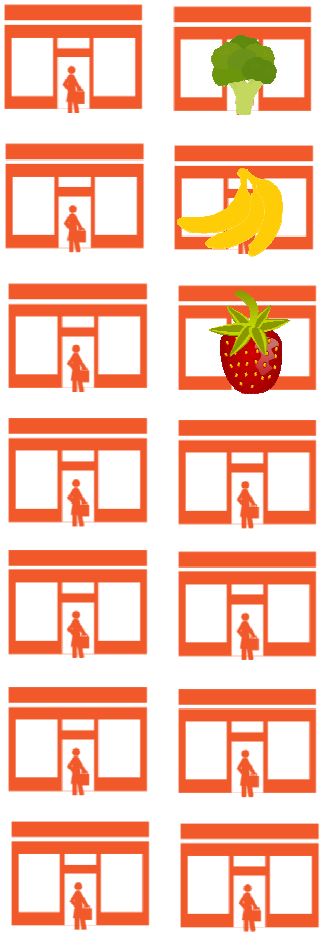
Central City South, Phoenix
Community Food Resources Report Findings



Central City South, Phoenix
Community Food Resources Report Findings

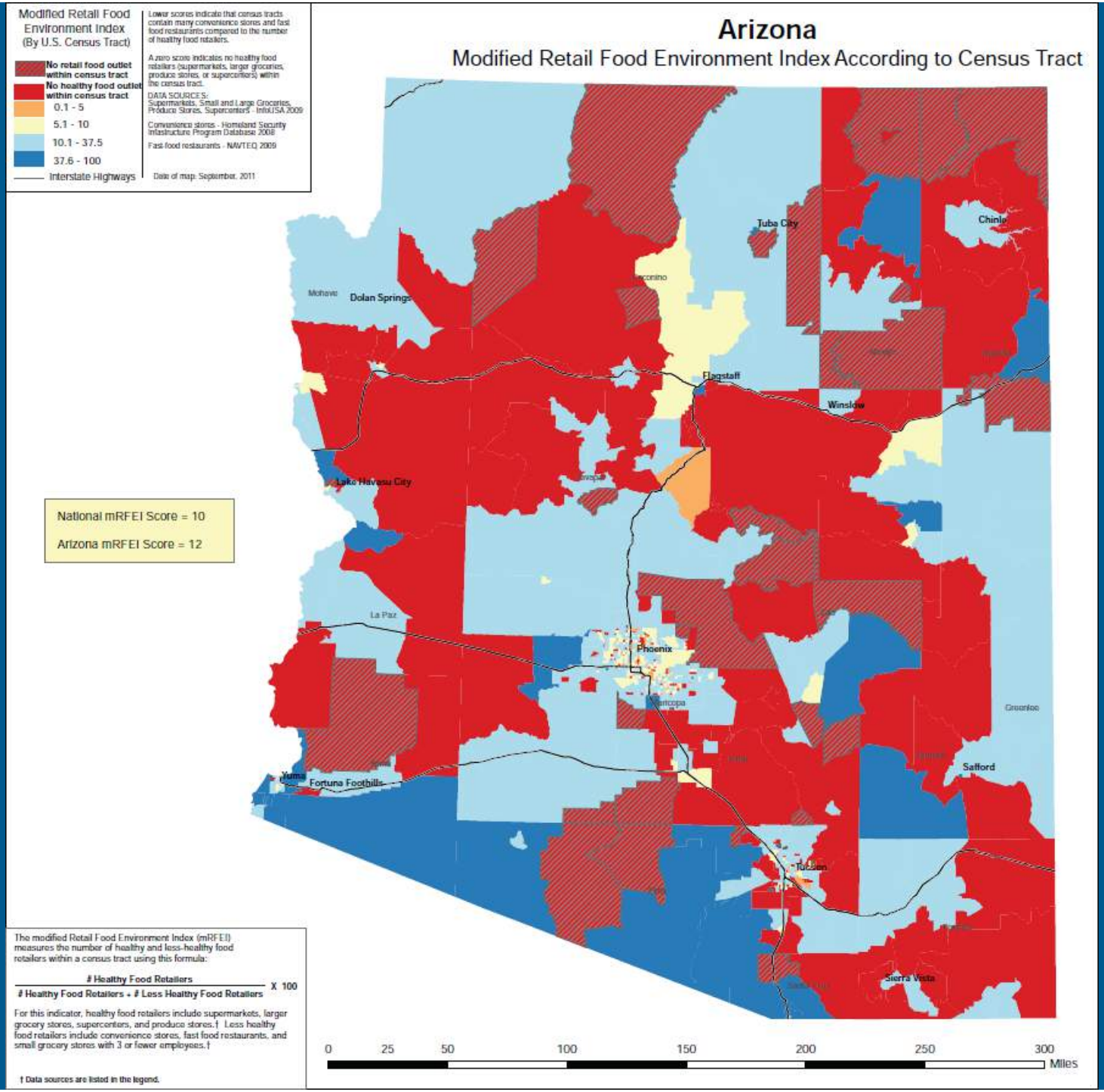


Central City South, Phoenix
Community Food Resources Report Findings



Arizona

Modified Retail Food Environment Index According to Census Tract



The modified Retail Food Environment Index (mRFEI) measures the number of healthy and less-healthy food retailers within a census tract using this formula:

$$\frac{\text{\# Healthy Food Retailers}}{\text{\# Healthy Food Retailers + \# Less Healthy Food Retailers}} \times 100$$

For this indicator, healthy food retailers include supermarkets, larger grocery stores, supercenters, and produce stores.† Less healthy food retailers include convenience stores, fast food restaurants, and small grocery stores with 3 or fewer employees.†

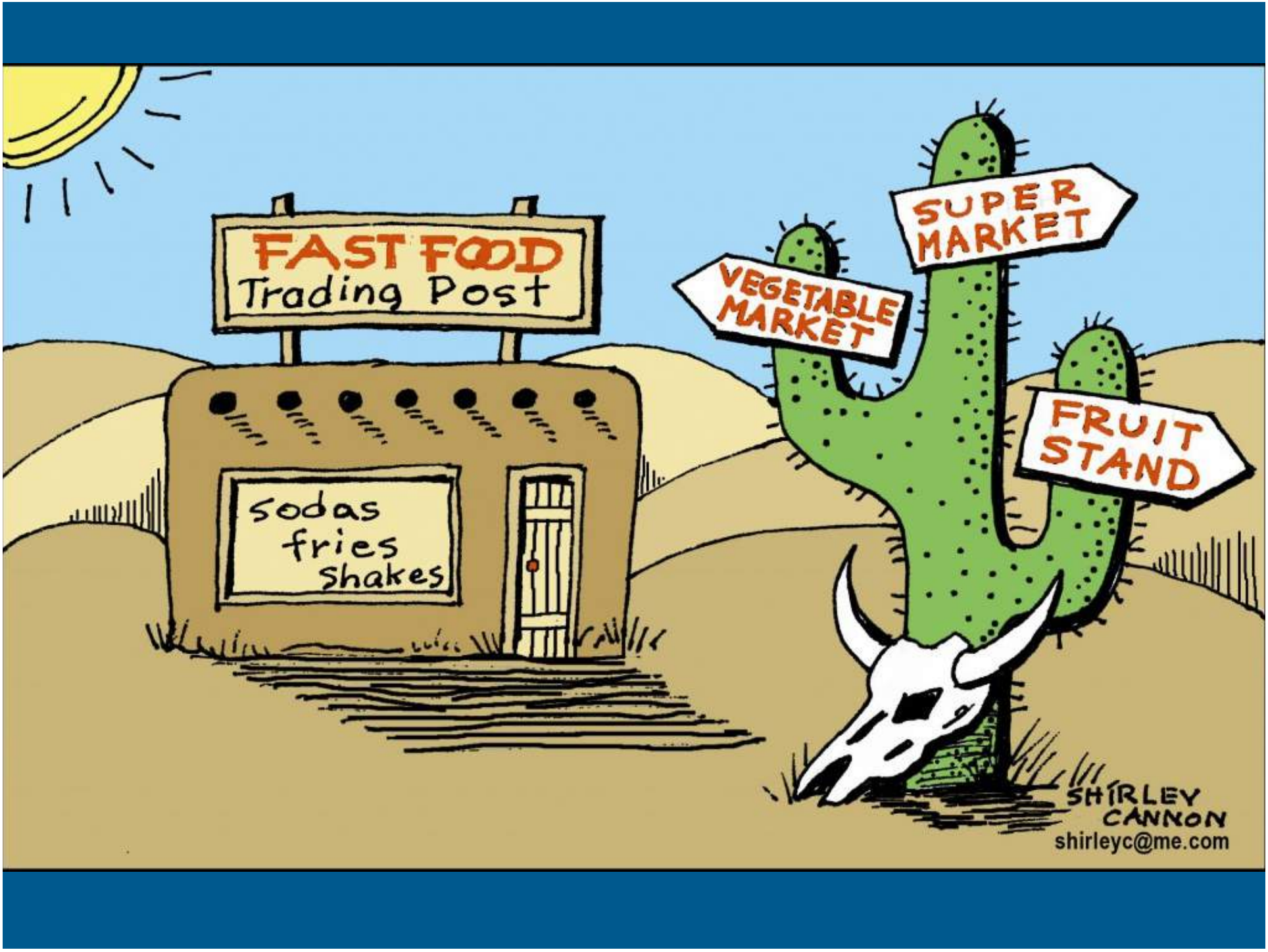
† Data sources are listed in the legend.

We don’t have a grocery store close to us. We don’t have health food stores either. Our stores are mom & pop and they sell beer, candy, and tobacco products.

Focus Group Participant
2012 Maricopa County
Community Health Assessment

Q:

How can small stores improve Arizonans' health?


FAST FOOD
Trading Post
sodas
fries
shakes
SUPER MARKET
VEGETABLE MARKET
FRUIT STAND
SHIRLEY CANNON
shirleyc@me.com

find

Does the store carry healthy food?

find

Does the store carry healthy food?

afford

Can I afford it?

find

Does the store carry healthy food?

afford

Can I afford it?

choose

Does it meet my cultural needs?

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?

Poll:

Have you worked on any of these issues before?

Q:

Can you give me an example?

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?

Example: Mid-Ohio Valley, WV's retailer incentive

Example: Mid-Ohio Valley, WV's retailer incentive

Save $$$!

Example: Minneapolis' Staple Foods Ordinance

Business Licenses

BLIP

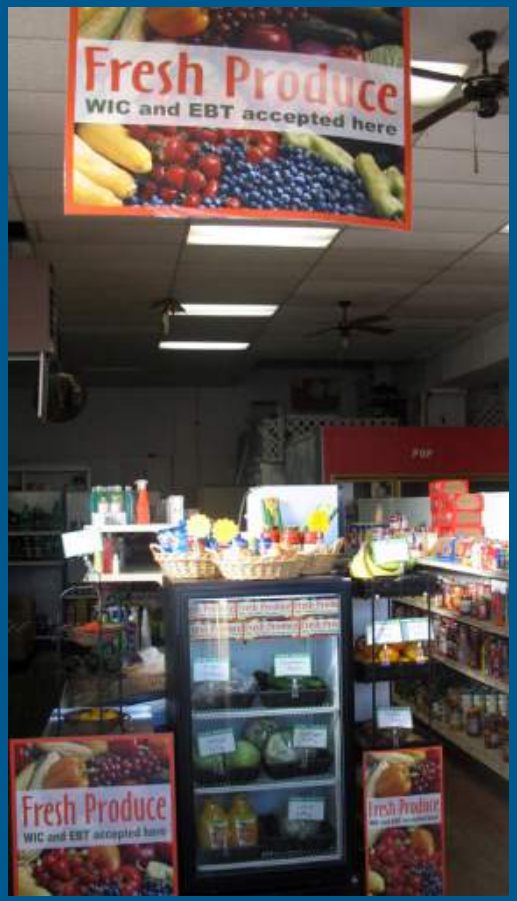
Information Program

Staple Food Requirements for Minneapolis Grocery Stores

Minneapolis Code of Ordinances Chapter 203.20 (c) requires licensed grocery stores to provide a variety of fresh, non-perishable food items for sale as follows:

Food Types	Variety of Food Types
Vegetables and Fruits	5 varieties minimum At least 5 types must be fresh
Meat, Poultry, Fish, and/or Vegetable Proteins	3 varieties minimum At least 2 types must be fresh
Bread and/or Cereal	3 varieties minimum

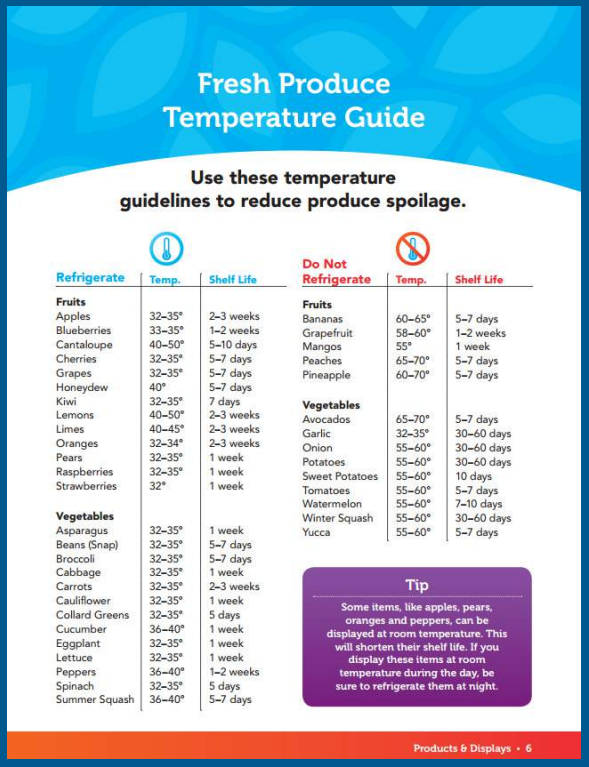
Example: Minneapolis' Staple Foods Ordinance



Images: Minneapolis Healthy Corner Store Program
http://www.health.state.mn.us/divs/oshii/docs/Mpls_Healthy_Corner_Store.pdf

Example:

Storeowner Training



Fresh Produce Temperature Guide

Use these temperature guidelines to reduce produce spoilage.

Refrigerate	Temp.	Shelf Life
Fruits		
Apples	32–35°	2–3 weeks
Blueberries	33–35°	1–2 weeks
Cantaloupe	40–50°	5–10 days
Cherries	32–35°	5–7 days
Grapes	32–35°	5–7 days
Honeydew	40°	5–7 days
Kiwi	32–35°	7 days
Lemons	40–50°	2–3 weeks
Limes	40–45°	2–3 weeks
Oranges	32–34°	2–3 weeks
Pears	32–35°	1 week
Raspberries	32–35°	1 week
Strawberries	32°	1 week
Vegetables		
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

Do Not Refrigerate	Temp.	Shelf Life
Fruits		
Bananas	60–65°	5–7 days
Grapefruit	58–60°	1–2 weeks
Mangos	55°	1 week
Peaches	65–70°	5–7 days
Pineapple	60–70°	5–7 days
Vegetables		
Avocados	65–70°	5–7 days
Garlic	32–35°	30–60 days
Onion	55–60°	30–60 days
Potatoes	55–60°	30–60 days
Sweet Potatoes	55–60°	10 days
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

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.

Products & Displays • 6

The Food Trust Sell Healthy! Guide

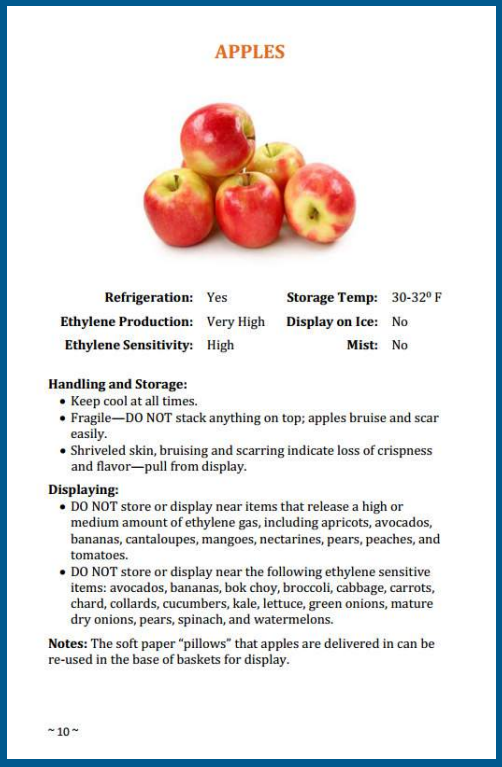
Fresh Produce Sold by Season in Missouri

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

St. Louis Healthy Corner Store Project 23

St. Louis Healthy Corner Store Resource Guide



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, bananas, 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.

~ 10 ~

Healthy on the Block: Healthy Corner Store Toolkit

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?

Example: Seattle's Healthy Foods Here

Images: Seattle Healthy Foods Here Program
http://www.urbanfoodlink.com/wp/wp-content/uploads/2013/03/HFH-Recommendations-for-Future-Programming-Single-page.pdf

find

Does the store carry healthy food?

afford

Can I afford it?

choose

Does it meet my cultural needs?

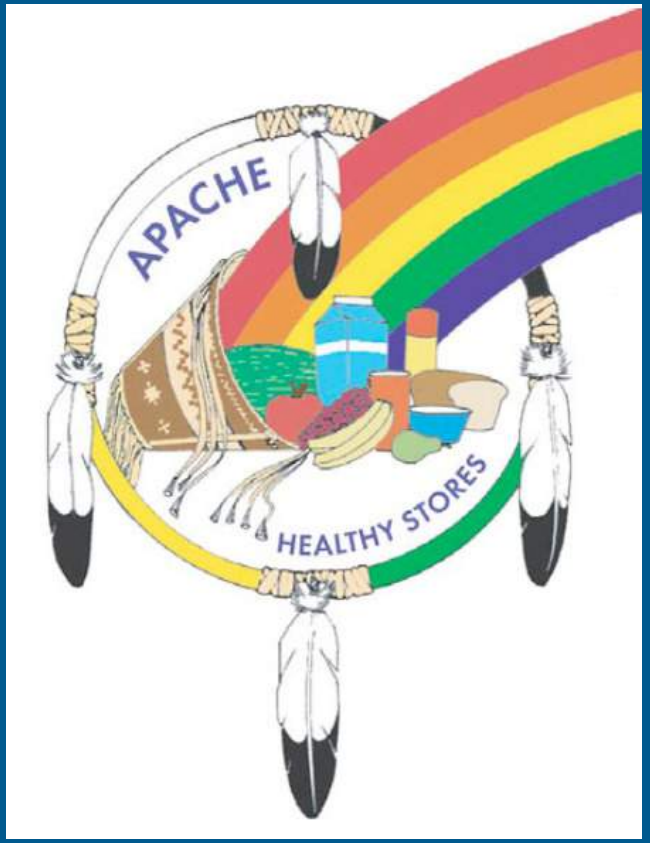
use

Do I know how to prepare it?

Example: Riverside County Healthy Corner Store Project

eastside HEAL zone
Riverside County Health Coalition

Example:
Apache Healthy Stores



Example:

Apache Healthy Stores

find

Does the store carry healthy food?

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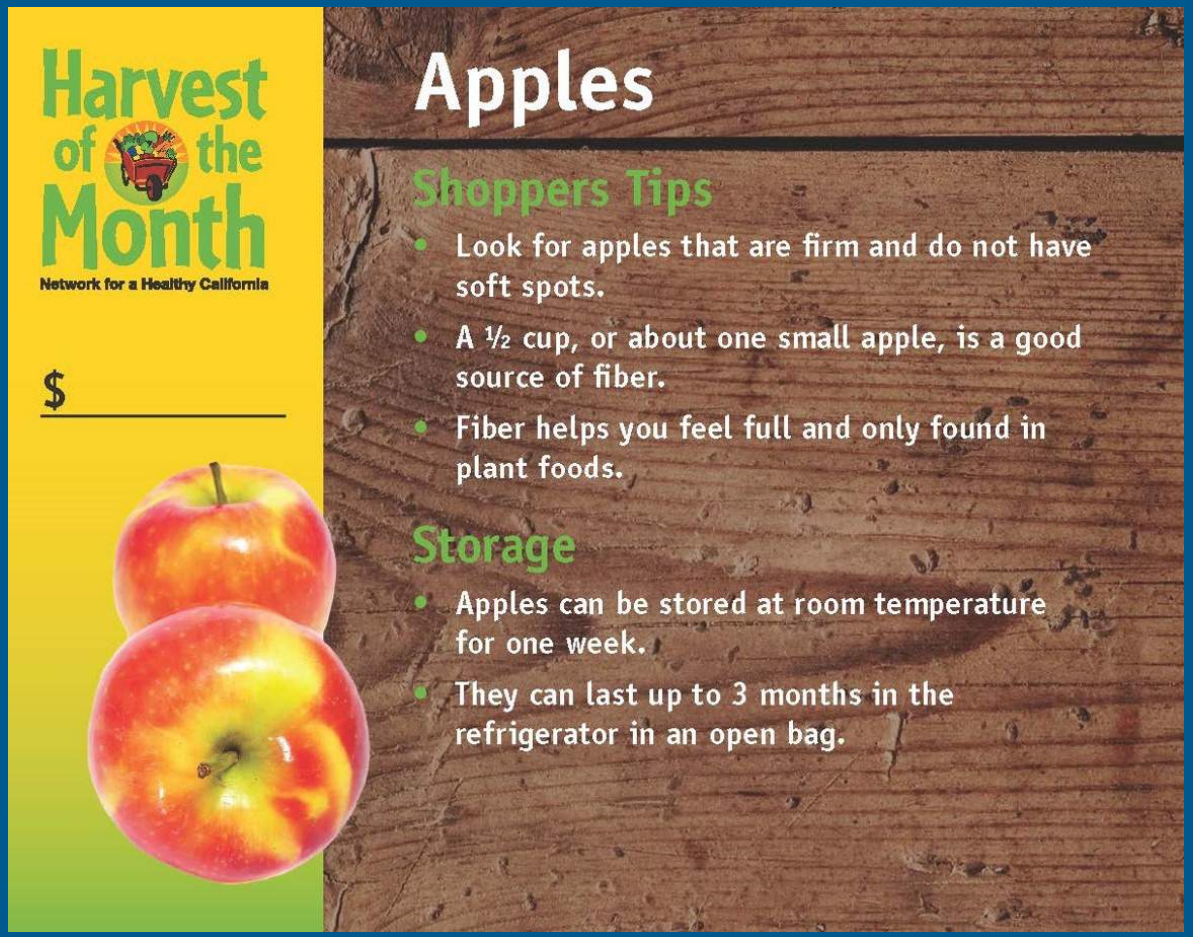
Example:
Marketing Materials



Example: Toledo-Lucas County, OH's kick-off event

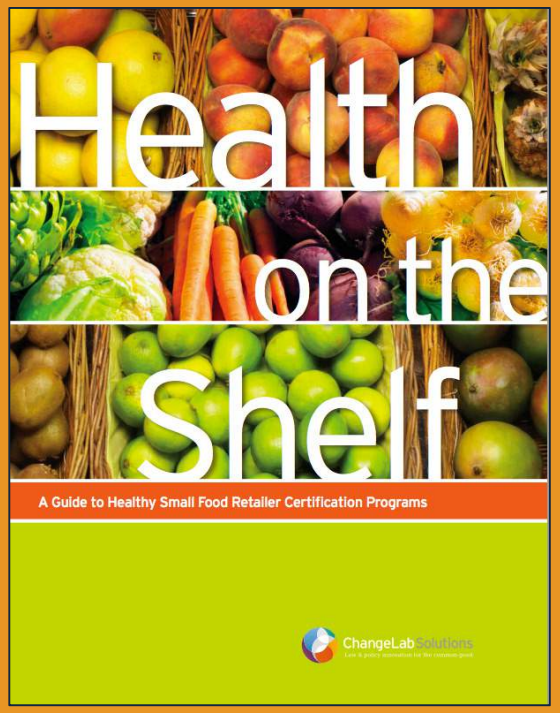
Q:

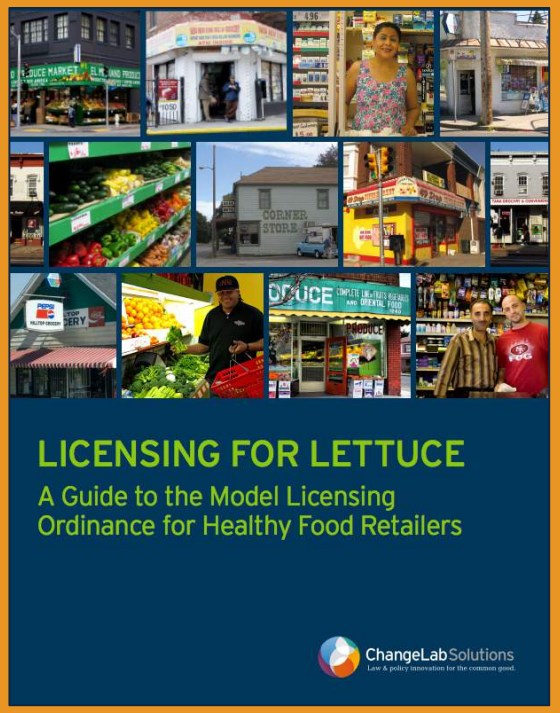
What are some frequently asked questions that I should know about?

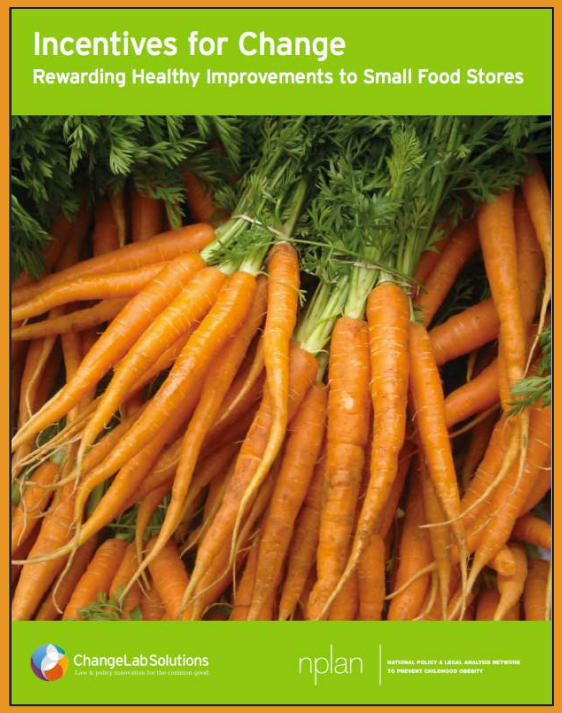
FAQ:

Where do I start?

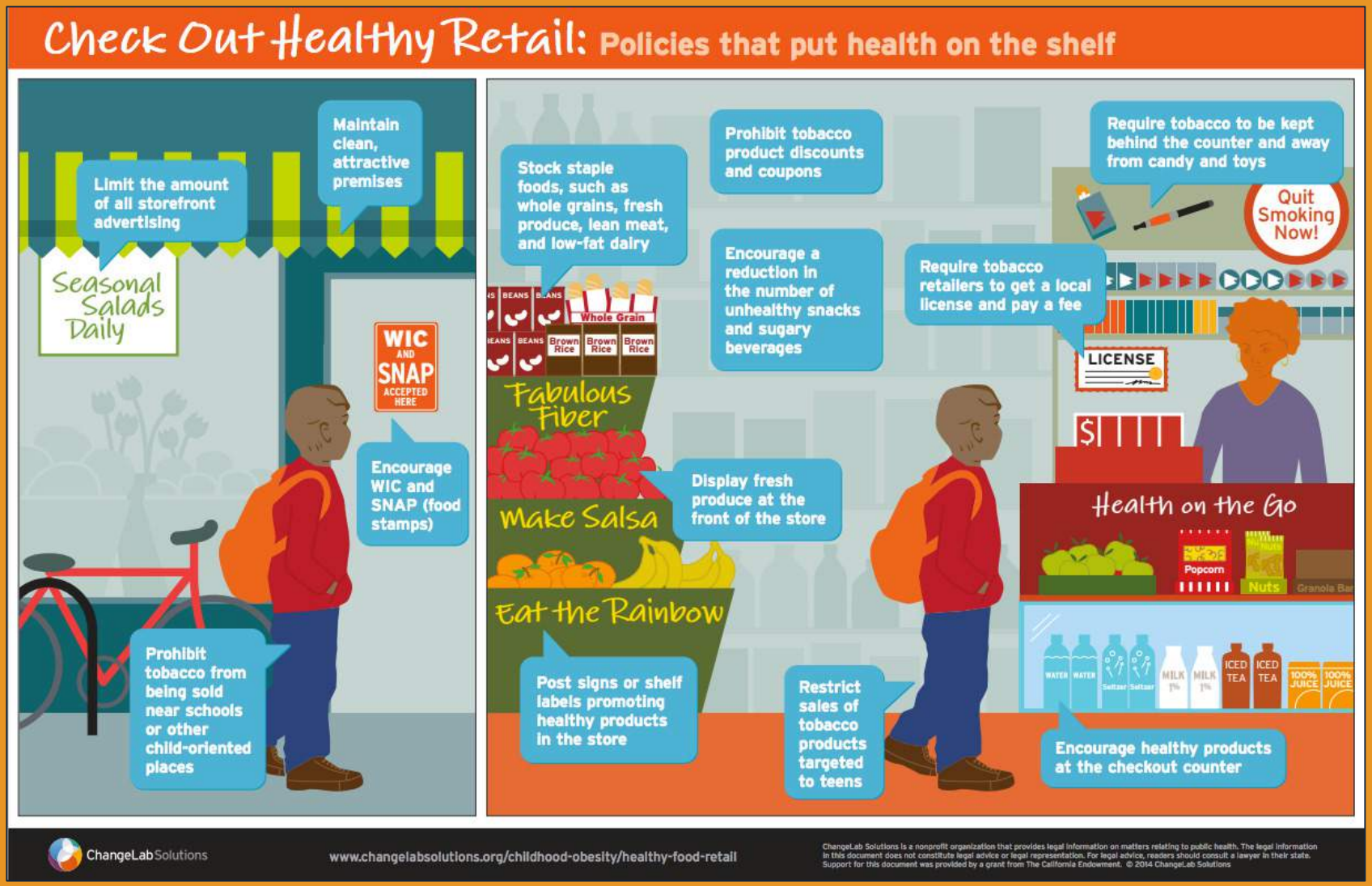
Resources


Health on the Shelf
A Guide to Healthy Small Food Retailer Certification Programs
ChangeLab Solutions


LICENSING FOR LETTUCE
A Guide to the Model Licensing Ordinance for Healthy Food Retailers
ChangeLab Solutions


Incentives for Change
Rewarding Healthy Improvements to Small Food Stores
ChangeLab Solutions
nplan

Resources

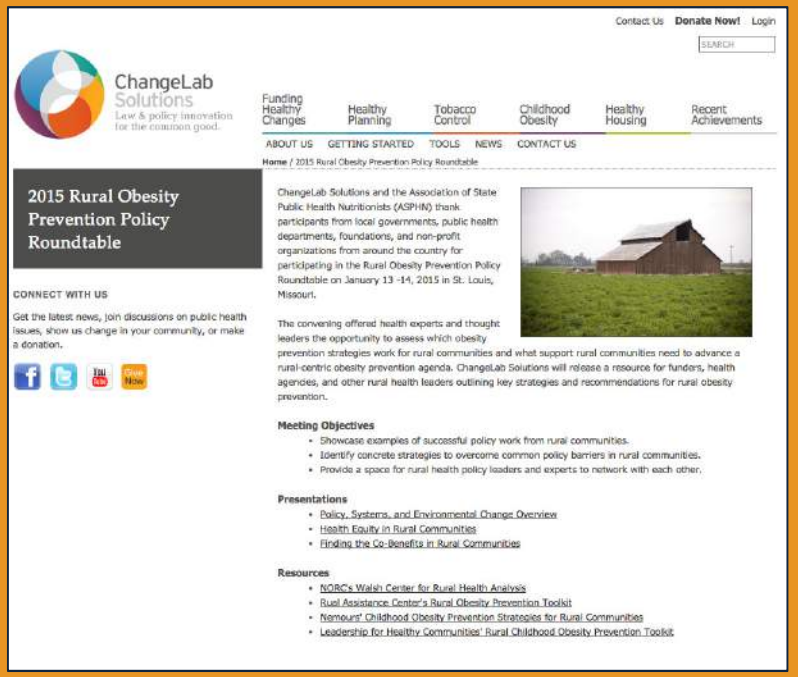

Check Out Healthy Retail: Policies that put health on the shelf
Maintain clean, attractive premises
Limit the amount of all storefront advertising
Seasonal Salads Daily
WIC AND SNAP ACCEPTED HERE
Encourage WIC and SNAP (food stamps)
Prohibit tobacco from being sold near schools or other child-oriented 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 retailers to get a local license and pay a fee
Require tobacco to be kept behind the counter and away from candy and toys
Quit Smoking Now!
LICENSE
Whole Grain
Brown Rice
Fabulous Fiber
Make Salsa
Eat the Rainbow
Display fresh produce at the front of the store
Post signs or shelf labels promoting healthy products in the store
Restrict sales of tobacco products targeted to teens
Health on the Go
Popcorn
Nuts
Granola Bar
WATER
Seltzer
MILK 1%
ICED TEA
100% JUICE
Encourage healthy products at the checkout counter
ChangeLab Solutions
www.changelabsolutions.org/childhood-obesity/healthy-food-retail
ChangeLab Solutions is a nonprofit organization that provides legal information on matters relating to public health. The legal information in this document does not constitute legal advice or legal representation. For legal advice, readers should consult a lawyer in their state. Support for this document was provided by a grant from The California Endowment. © 2014 ChangeLab Solutions

FAQ:

I'm in a rural area. Where do I start?

Resources


ChangeLab Solutions
Law & policy innovation for the common good.
ASPHN
Advancing Health Through Leadership
formerly ASTPHND
Obesity Prevention in
Rural Communities
Stories from the Field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2015 Rural Obesity Prevention Policy Roundtable
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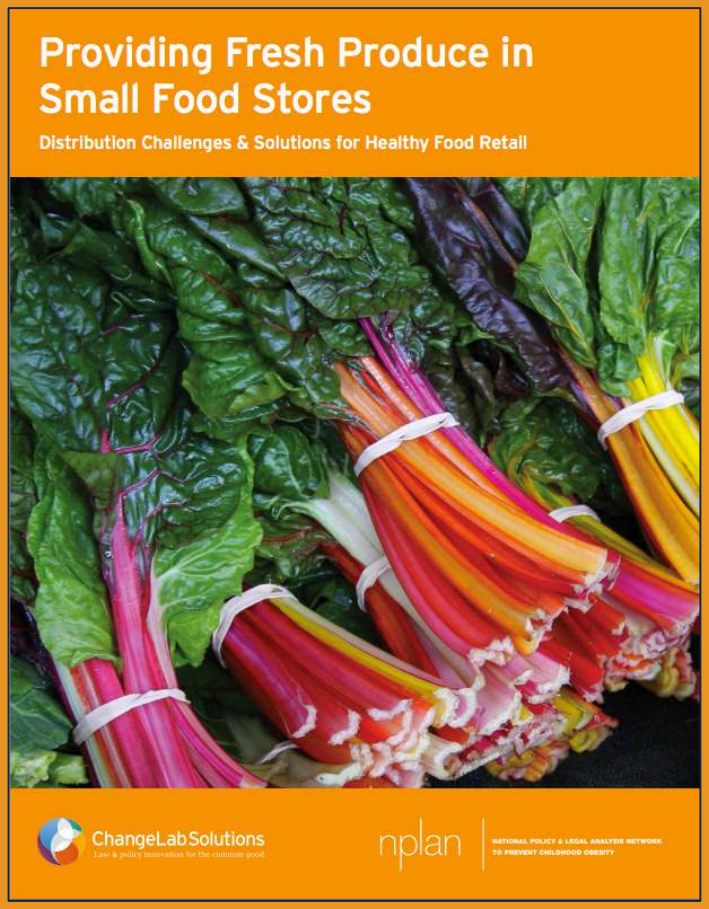
Get the latest news, join discussions on public health issues, show us change in your community, or make a donation.
ChangeLab Solutions and the Association of State Public Health Nutritionists (ASPHN) thank participants from local governments, public health departments, foundations, and non-profit organizations from around the country for participating in the Rural Obesity Prevention Policy Roundtable on January 13 -14, 2015 in St. Louis, Missouri.
The convening offered health experts and thought leaders the opportunity to assess which obesity prevention strategies work for rural communities and what support rural communities need to advance a rural-centric obesity prevention agenda. ChangeLab Solutions will release a resource for funders, health agencies, and other rural health leaders outlining key strategies and recommendations for rural obesity prevention.
Meeting Objectives
Showcase examples of successful policy work from rural communities.
Identify concrete strategies to overcome common policy barriers in rural communities.
Provide a space for rural health policy leaders and experts to network with each other.
Presentations
Policy, Systems, and Environmental Change Overview
Health Equity in Rural Communities
Finding the Co-Benefits in Rural Communities
Resources
NORC's Walsh Center for Rural Health Analysis
Rural Assistance Center's Rural Obesity Prevention Toolkit
Nemours' Childhood Obesity Prevention Strategies for Rural Communities
Leadership for Healthy Communities' Rural Childhood Obesity Prevention Toolkit

FAQ:

What about food distribution?

Resources


Providing Fresh Produce in Small Food Stores
Distribution Challenges & Solutions for Healthy Food Retail
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nplan
NATIONAL POLICY & LEGAL ANALYSIS NETWORK TO PREVENT CHILDHOOD OBESITY

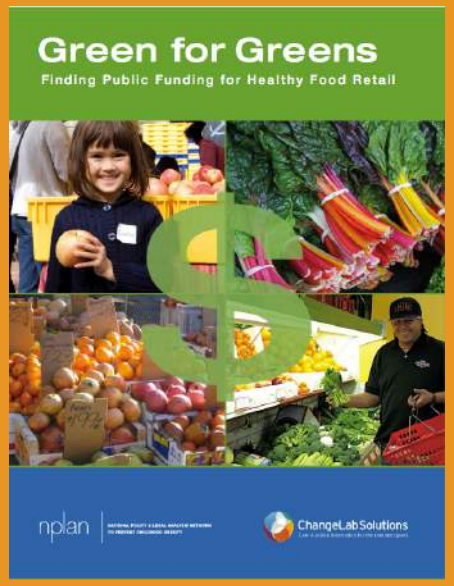

nplan
NATIONAL POLICY & LEGAL ANALYSIS NETWORK TO PREVENT CHILDHOOD OBESITY
ADDRESSING THE DISTRIBUTION CHALLENGE
Recorded on
October 22, 2014
ChangeLab Solutions

FAQ:

What about funding?

Resources

Champions for Change
Arizona Nutrition Network



FAQ:

What about sustainability?

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

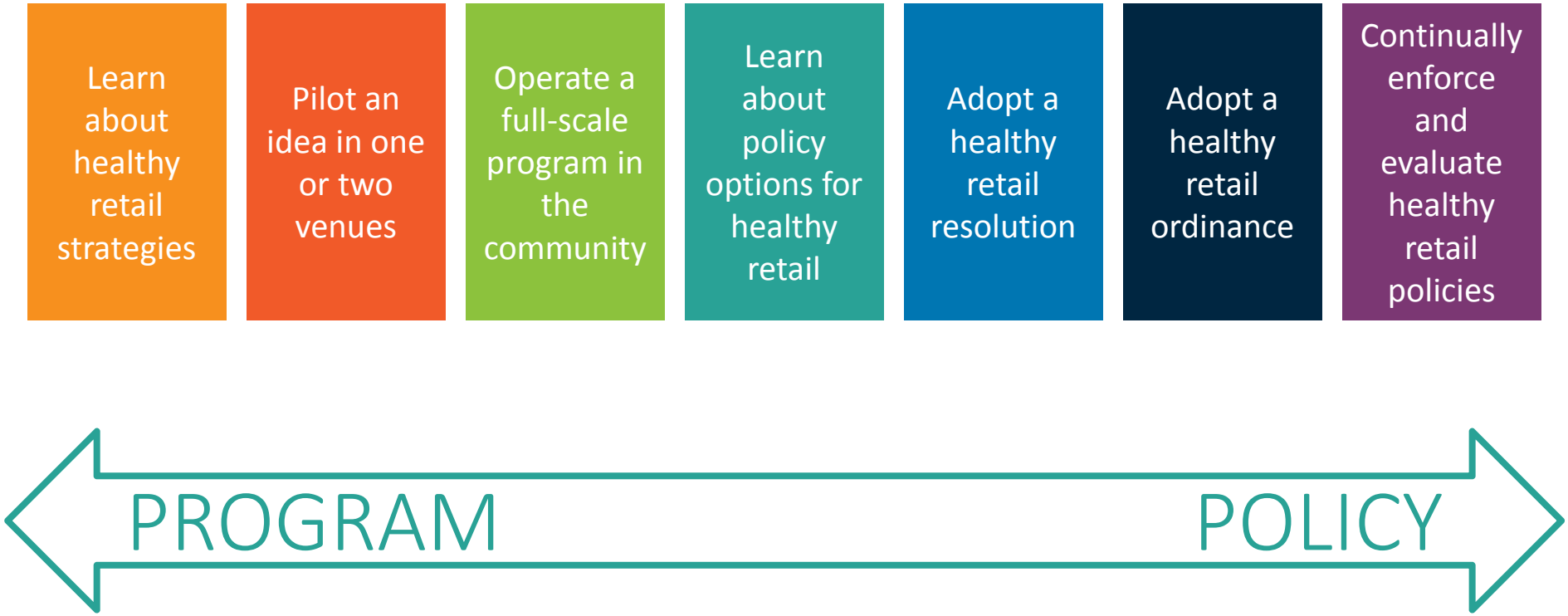
What do we mean by *policy*?

- 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

- Need fewer resources
- Greater reach
- Institutionalize ideas for the longterm
- Require readiness


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

FAQ:

I have a question that you didn't answer. Can we talk?

Yes!

Call us!

(E-mail is fine, too!)


FINAL
THOUGHTS


ONE-SIZE FITS ALL
STORE
SALE

COLLABORATIVE APPROACH

questions?

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.

ChangeLab Solutions

Thank you!

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