

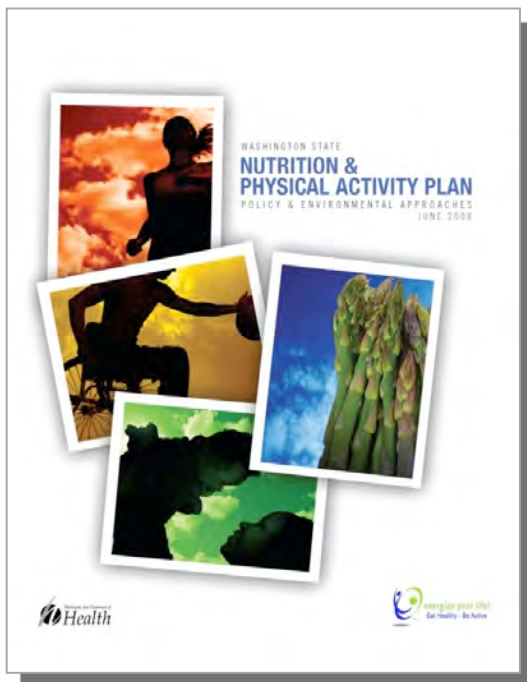


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**Healthy Corner Stores:
Bringing Whole Grains to Convenience Marts**



Nutrition and Physical Activity State Plan



- Increase access to health promoting foods
 - Assure that communities provide access to healthy foods and beverages

<http://www.doh.wa.gov/cfh/NutritionPA/default.htm>

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Did you know?

- Healthy food is not available to everyone!
 - Lower income neighborhoods
 - African American and Latino neighborhoods
 - Rural areas
- 16% of Washingtonians could not find healthy foods in a nearby grocery store

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Health impacts

- Less healthy diet 
 - Increased risk of chronic disease
 - Increased risk of obesity

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Convenient Stores: Opportunity Awaits

- \$400 billion industry
- ~144,541 stores nationwide
- Dominated by individually owned stores
- Often dependent on gas and tobacco sales

Source: *Healthy Corner Stores Issue Brief, Winter 2011*

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Handwritten Title





King County Healthy Foods Here Project

Improve your business with healthy foods

Healthy Foods Here can help you sell more healthy foods and make more money.

Healthy Foods Here wants your business to participate in this exciting program.

Healthy Foods Here can help you:

- > Attract new customers
- > Increase your sales and profitability
- > Add new product lines
- > Receive free support and incentives

Free assistance in:

- > Merchandising, inventory management, store layout and design
- > Working with suppliers
- > Applying for WIC and EBT
- > Seed capital and low-cost loans to purchase equipment or make store improvements
- > Marketing to bring in more customers

Funding is limited. Your businesses will be chosen for participation based on store location, community support and your interest.

Priority areas

Auburn
Burien
Des Moines
Federal Way
Kent
Renton
SeaTac
Tukwila
White Center
Central Seattle
Southwest Seattle
Southeast Seattle

Apply now!

Please contact
HealthyFoodsHere@gmail.com
206.684.0133

Depending on business needs and interests, the range of services will vary. Not all stores may be eligible to participate.

Made possible by funding from the Department of Health and Human Services and Public Health - Seattle & King County

206.684.0133
HealthyFoodsHere@gmail.com

healthy  foods here



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King County Criteria- WIC package

- Baby Food
 - whole grain cereal
- Cereals, cold & hot
 - Some whole grain
- Cheese
- Dried beans
- Milk
- Eggs
- Fish-canned
- Fruits and veggies
- Juice
- Milk/Soy Beverage
- Peanut Butter
- Whole Grains Choices

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Whole Grains Choices - WIC

- Brown rice
- Bulgur
- Oatmeal
- Soft tortillas
- 100% whole wheat bread

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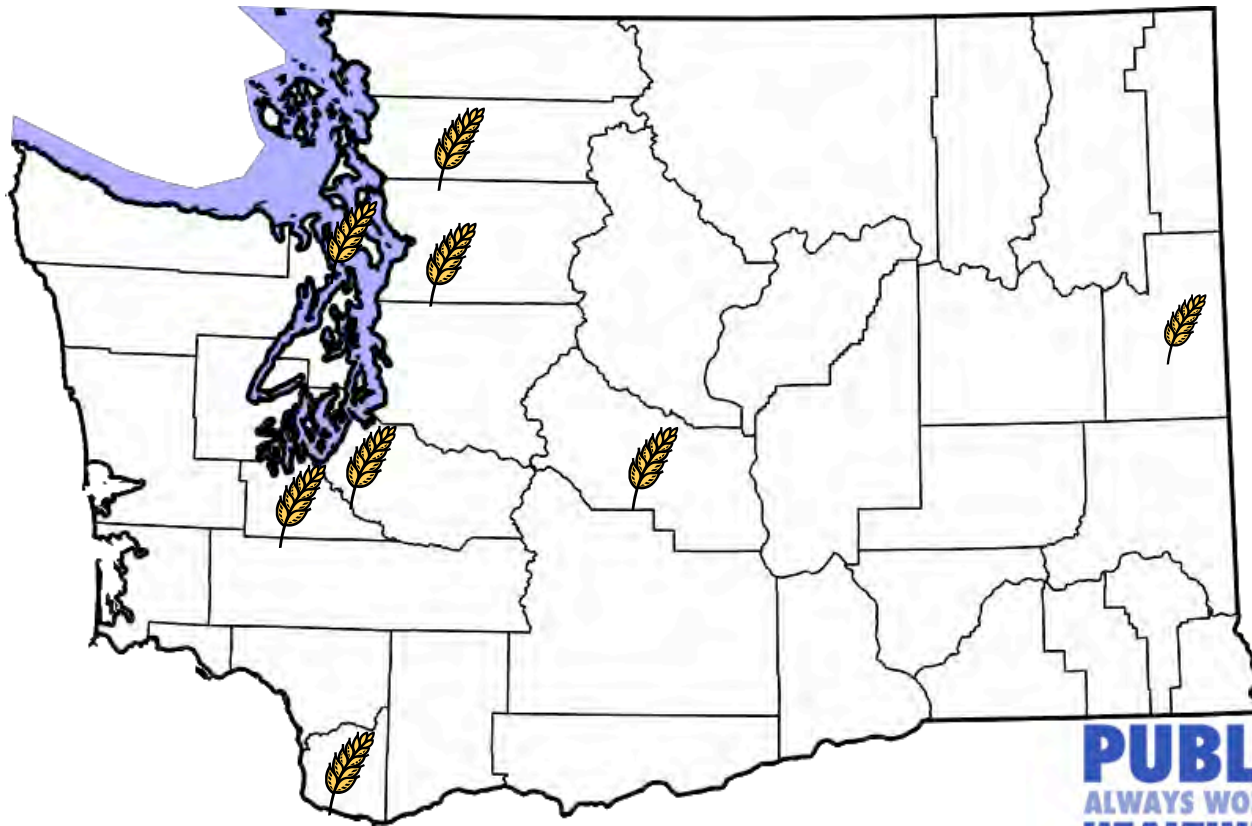


An early win at Walgreen's

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Washington Healthy Retail Project



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Each County

- Works with up to 2 stores in lower income areas in your county to increase access to healthy foods
- Uses the Healthy Retail Toolkit, developed in Seattle, WA
- http://www.martinandsanders.com/uploads/Delridge_HCS_Toolkit.pdf

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Key Outcomes

- Increase availability/quality of produce
- Make infrastructure changes
- Replace unhealthy foods with healthy foods
- Improve store layout
- Market healthy products
- Increase affordability of healthy foods

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Infrastructure changes

- Assist storeowner to look for small loans in the community for refrigeration
- Electrical outlets
- Employee training
- More shelving devoted to healthy items

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Replace unhealthy with healthy

- Sodium
- Saturated fat
- Added sugars
- **Whole grains**

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SNACKS
6 3 252
1030730

SNACKS
6 3 252
1030911
Net Wt. 3.25 Oz. (92g)

SNACKS
6 3 252
1030791

This food is
**Lower in
SALT**
than other foods of this kind
Unsalted Cashews
Featured Food

HONEY CASHEWS
Net Wt. 3.25 Oz. (92g) 12 BAGS/BOX

This food is
**Lower in
SALT**
than other foods of this kind
Raw Almonds
Featured Food





Store layout & marketing

- What makes YOU buy something?
 - High traffic area
 - Display at register
 - Create/purchase marketing materials
 - Clean, uncluttered, easy to find
 - Cooking demos, events at stores

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High
traffic
area



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Display
at
register

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Create or
purchase
marketing
materials



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Host a
cooking
demo

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Affordability

- Reduced or equal pricing for healthy options
- Specific issue with whole grain products in convenient stores
 - Bread, pasta
 - Snacks

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Early successes

- MOU's with stores
- Social marketing
- Changes in store layouts
- Product changes

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Wrap up

- Look at ways to reduce prices
- Convenience stores new market for cultural foods
- Suggestions for product placement in stores
- Whole grain products available at distributors
- Marketing
 - Marketing products that can be branded
 - Sponsor cooking demos/taste tests
 - Labeling

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Resources

- <http://www.healthycornerstores.org>
- <http://www.marketmakeovers.org/>
- <http://www.ruralgrocery.org/>
- <http://www.pbhfoundation.org/retail/>

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