



Crafting your rural grocery strategy What can government do for you?

Presented by

Christine Fry, MPP
Program Director

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ChangeLabSolutions





ChangeLab Solutions
Law & policy innovation for the common good.

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NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PREVENT CHILDHOOD OBESITY

We partner with state and local leaders to improve health in communities, especially the underserved.

We research legal and policy questions, draft policy language, and train community leaders to put these ideas to work.





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Create policy



- Establish rules
- Streamline/improve rules
- Express support for idea

Provide funding



Implement a program





Crafting Your Rural Grocery Strategy

1. What does your retail environment look like?
2. What is your goal?
3. How do you accomplish that goal?

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No retail?



Some retail?



Enough retail?



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Retail environment?

No food retail

Some food retail

Enough food retail



Retail environment?

Goal?

No food retail



Build it

Some food retail

Enough food retail



Retail environment?

Goal?

No food retail



Build it

Some food retail



Fix it

Enough food retail



Retail environment?

Goal?

No food retail



Build it

Some food retail



Fix it

Enough food retail



Support it

Retail environment?

Goal?

No food retail

Build it

Some food retail

Fix it

Enough food retail

Support it

Connect it

Crafting Your Rural Grocery Strategy

1. What does your retail environment look like?
2. What is your goal?
3. How do you accomplish that goal?

Roles of Gov't in Grocery Access

- Create policy
- Provide funding
- Implement a program

Mayor to execute the Employer Application for Insurance to allow for the City of Hutto to obtain vision insurance from Block Vision.

12A

How do we build it?

12A4. Consideration and possible action on a resolution amending the 2030 Hutto Strategic Guide and revising the City's Vision and Mission Statements.

12A5. Consideration and possible action on a resolution of support for the location of a grocery store within the City of Hutto.

12A6. Consideration and participation in the City Manager to coordinate

12A7. Consideration of the Mayor to execute for the City of Hutto Group.

B. DEVELOPMENT SERVICES I

12B1. Consideration and possible action for Year 2013 – 2017 Capital

Citizens asked to support grocery store

■ City adopts resolution, courts potential grocers with statistics, surveys

Story Comments (4)

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Posted: Wednesday, July 25, 2012 1:52 pm

Elizabeth Page | 4 comments

The City of Hutto is asking residents to help in the effort to lobby for a grocery store in town. It is one of the longest standing requests expressed in the last 10 years by residents who must travel out of the city limits to find a large grocery store chain.

A developer has indicated to city staff that a grocer may be interested in locating in Hutto, asking them to provide statistics and make an official show of support, City Manager David Mitchell said.

Mitchell asked the council Thursday night to adopt a resolution in support of a grocery store, which includes a call to action to citizens to express their interest and support as well.

"I would suggest they write to the grocer of their choice and encourage them to take a look at Hutto," Mitchell said. "We've grown astronomically. We're in a great market. We continue to see growth. During the downturn, we even had growth."

While there has never been a major grocery store in Hutto, the city has made numerous attempts to attract one, according to Mayor Debbie Holland.

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Policy: Local resolution supporting efforts to attract a grocery store

How do we fix it?



How do we fix it?



Program: Work with stores to stock healthy products.

How do we support it?



How do we support it?



Funding: Purchasing food with/from local grocers.



Brainstorm!

- What is your grocery access goal?
 - Build
 - Fix
 - Support
 - Connect
- How might you accomplish that through:
 - Policy?
 - Funding?
 - Program?

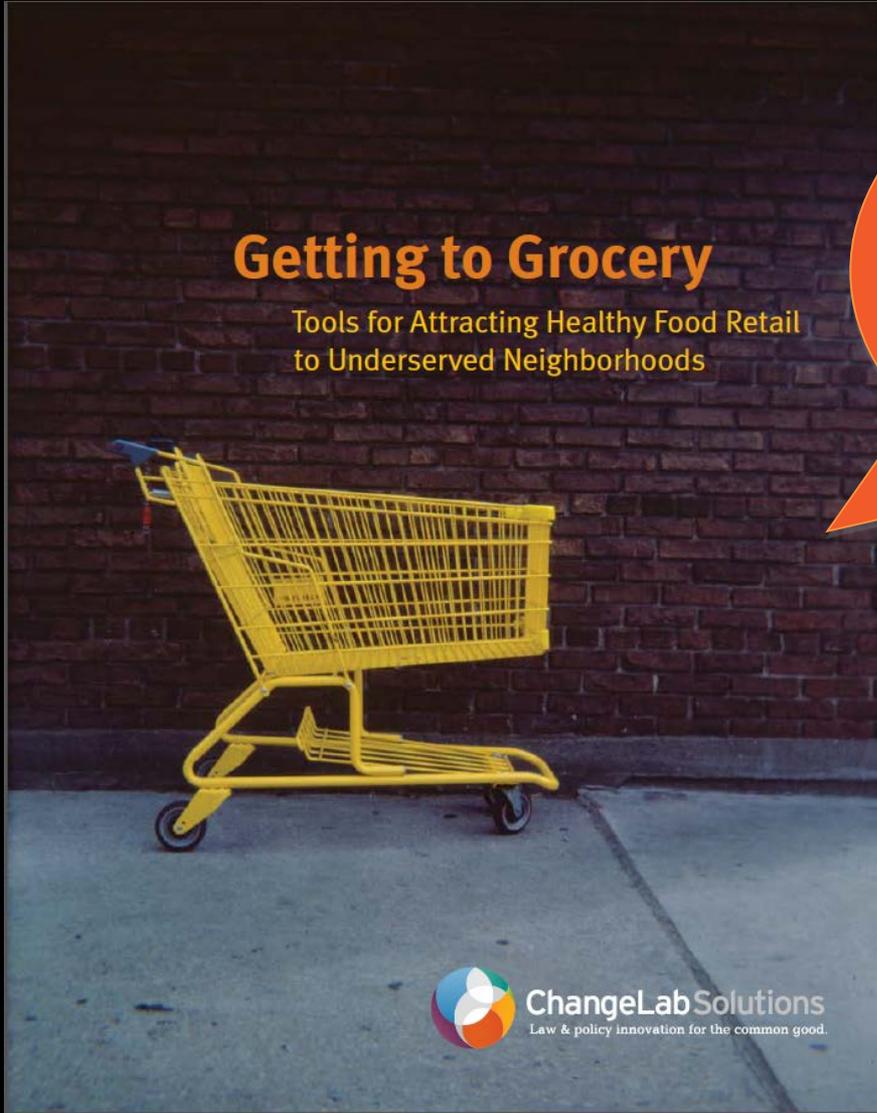


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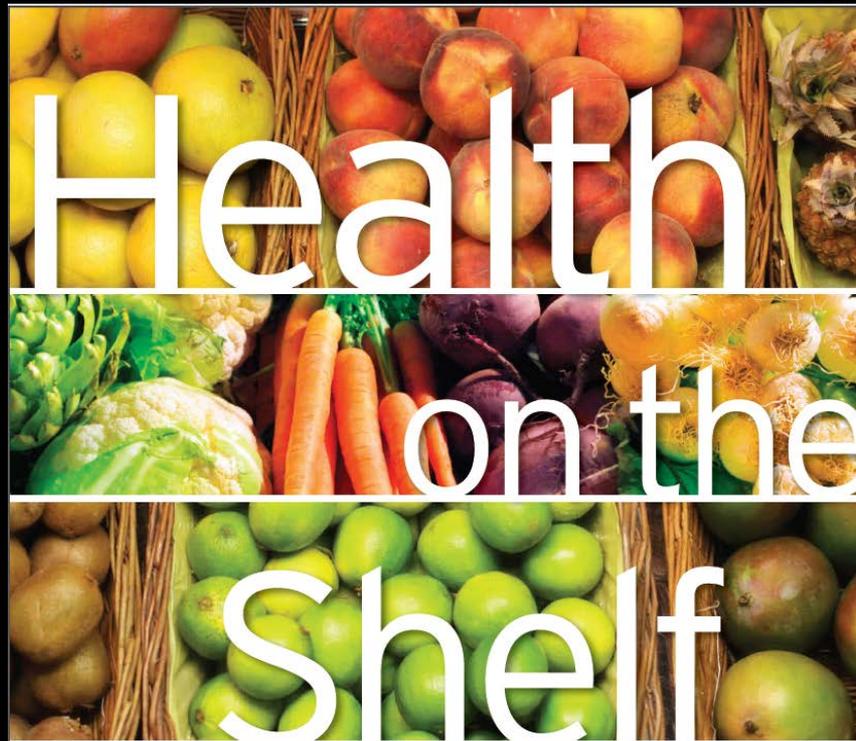
RESOURCES



ChangeLabSolutions



Learn how to attract grocery stores in underserved areas!



A Guide to Healthy Small Food Retailer Certification Programs



Learn about healthy food retailer certification programs!

Incentives for Change

Rewarding Healthy Improvements to Small Food Stores



NATIONAL POLICY & LEGAL ANALYSIS NETWORK
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Providing Fresh Produce in Small Food Stores

Distribution Challenges & Solutions for Healthy Food Retail



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www.changelabsolutions.org

Contact us!

Christine Fry
510-302-3302

cfry@changelabsolutions.org

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@changelabworks



How do we build it?

Policy: Local resolution supporting efforts to attract a grocery store

Funding: Provide loans/grants for development costs.

Program: Build capacity of residents to open a grocery store.



How do we fix it?

Policy: Offer incentive to stores that stock more healthy products

Funding: Provide facade improvement grants.

Program: Work with store owners on improving their product mix.



How do we support it?

Policy: Cooperative purchasing agreement with local institutions

Funding: Offer loans or grants for business improvements

Program: Improve connections with SNAP & WIC programs.