

Healthy Food Distribution to Small Stores

Karen Shore, MPH

Director

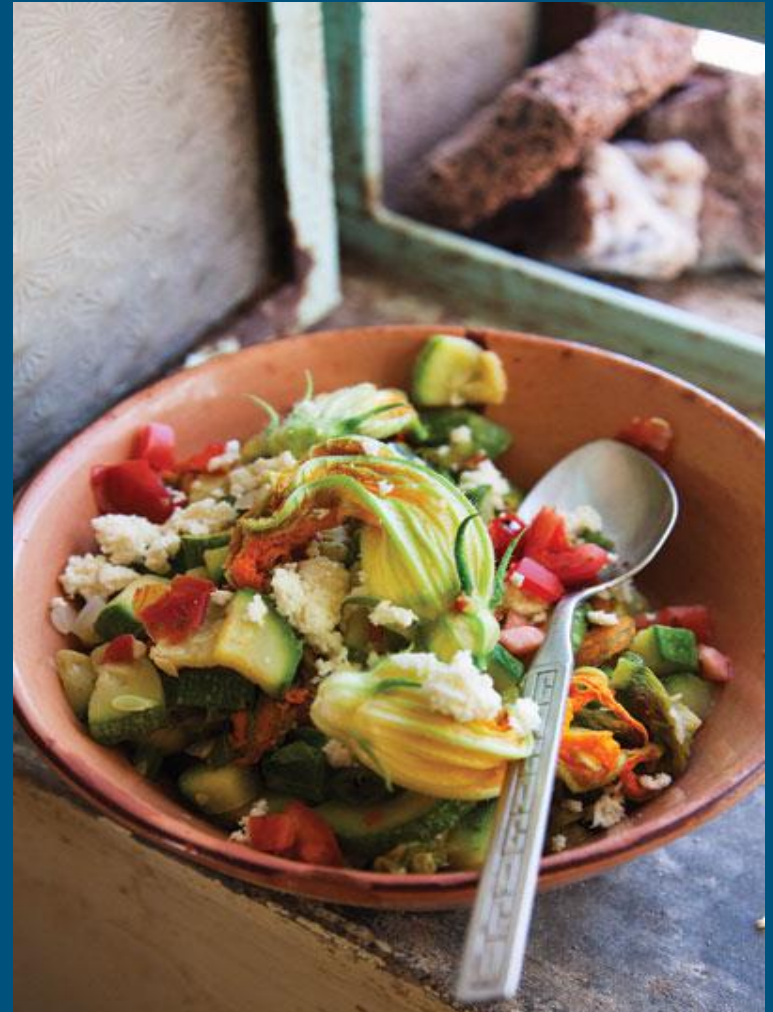
The Food Trust



The Food Trust

“Ensuring that everyone has access to affordable, nutritious food”

- Increase availability and affordability of healthy foods
- Promote healthy food choices and good nutrition
- Create demand for healthier food in communities
- Advocate for better food policies



Why Small Stores?



- Comprehensive approach
- Expand access to healthier foods
- Role in day-to-day lives and diets of underserved residents
- Potential to link to related programs / efforts
- Economic development and revitalization
- Community resource / hub

Typical Small Store Offerings

Before Making Healthy Retail Changes

Non-Food Items and Services

- Tobacco
- Alcohol
- Lottery tickets
- Payday lending
- Global money transfer
- Post office
- Hunting/fishing supplies
- Religious paraphernalia
- Household items
- The list goes on (and on)

Food and Beverages

- SSBs
- Chips and snacks
- Candy
- Ice cream / popsicles
- Grill / hot dogs / pizza

Healthy Product Introductions



Signage and In-Store Marketing



Store Owner TA & Training



Store Conversions (Interior)

Before



After



Façade Improvements



Connecting to Local Food & Gleaning



Boosting Community-Clinical Linkages

Promote equity and reduce the burden of chronic disease in underserved communities

HeartSmarts

- Increase fresh produce and low-fat, low-sodium products in stores
- In-store- and at-market community-based education on healthy eating and heart disease prevention
- Free blood pressure and BMI screenings in stores
- Referrals and follow up for all participants with high blood pressure



Introducing Healthy Food Incentives



Which Foods & Beverages?

- Whole diet (DGAs)
- Fruits & vegetables
- Fresh F&V
- Local F&V
- Staple foods
- WIC package
- Snack items
- Grab & go
- Deli
- Diner
- Nutrition scores
- Water



Enter: The Product Menu

NEW

Corner Store Product Menu

In order to qualify as a member of the Philadelphia Healthy Corner Store Network, you must...

- Choose 2 healthy food categories to either introduce or expand the inventory of in your store.
- Introduce 2 NEW products, within each category, regardless of how many you are currently selling.

Participate in the Bonus! category...

- Introduce an additional category of healthy products in your store beyond the 2 required categories and you will receive an additional incentive for participating in the Bonus! category.

CATEGORIES	PRODUCTS	DEFINITIONS
Fresh Fruits and Vegetables <i>(required category for stores receiving refrigeration)</i>	2 new fresh fruits 2 new fresh vegetables	<ul style="list-style-type: none"> • "Fresh" refers to fruits and vegetables that are whole, have not been processed and are in good condition (no spoilage)
Fruits and Vegetables <i>(frozen, canned, dried)</i>	2 new packaged fruit or vegetable offerings including: 100% juice, canned or frozen fruit and vegetables	<ul style="list-style-type: none"> • Canned fruit: must be in natural juice or light syrup • Canned vegetables: must have less than or equal to 290 milligrams of sodium per serving
Dairy	2 new dairy products including: low-fat milk, yogurt, cheese	<ul style="list-style-type: none"> • All low-fat milks, yogurts, cheeses (except cream cheese), including lactose free and lactose reduced products and calcium fortified soy beverages • Not allowable products: processed items, such as American cheese or any sweetened milk product
Whole Grains*	2 new whole grain products including: bread, pasta, brown rice, cereal, tortillas	<ul style="list-style-type: none"> • Any food made from whole grain wheat, rice, oats, cornmeal, barley or another cereal grain
Proteins	2 new protein products including: lean cuts of meat (beef, pork), poultry (chicken, turkey), fish (salmon, tuna, shrimp), eggs, dry beans, peas and soybean products (lentils, pinto beans, chickpeas, tofu)	<ul style="list-style-type: none"> • All foods made from meat, poultry, fish, eggs, dry beans, peas, soybean products, nuts and seeds
Bonus!	2 new healthy products that you choose, including: healthy snacks, local produce or product or Create your own healthy product (fresh squeezed orange juice, smoothie or other value added product)	<ul style="list-style-type: none"> • Healthy snack: any snack that is a single size serving, has 230 milligrams sodium or less, and 3 grams of fat or less • Local produce or product: any food item that was produced (grown, harvested, raised, caught, processed) within a 200 mile radius of Philadelphia — must fit into one of the above categories and meet category standards

*For many whole grain products, the words "whole" or "whole grain" will appear before the grain ingredient's name. The whole grain should be the first ingredient listed. Wheat flour, enriched flour, and degerminated cornmeal are not whole grains.

WIC Minimum Stock Requirements

MINIMUM STOCK REQUIREMENTS For Kansas WIC Vendors located in **RURAL** counties

To meet the needs of WIC clients, vendors authorized in the WIC program must maintain the minimum levels, sizes and varieties of stock as indicated on this chart. Contact your local agency for exemptions on requirements for infant formula. See the Kansas WIC Program Booklet for more information on each food category.

Food Item	Minimum Brand or Variety Standard	Required Package Standards	Minimum Stock Level
Infant Formula			
Similac Advance	Powder	12.4 oz cans	11 cans
Similac Advance	Concentrate	13 oz cans	34 cans
Gerber Good Start Soy	Powder	12.9 oz cans	11 cans
Gerber Good Start Soy	Concentrate	12.1 oz cans	36 cans
Similac Sensitive Fussiness & Gas	Powder	12.6 oz cans	11 cans
Milk (Store Brand or Least Expensive Brand Available)			
Whole	1 brand	Half-gallon and Gallon	3 half gallons and 6 gallons
Skim/Fat Free, ½%, 1% or 2%	1 brand	Half-gallon and Gallon	3 half gallons and 6 gallons
Cheese (Store Brand or Least Expensive Brand Available)			
American, Cheddar, Cojack, Colby, Monterey Jack, Mozzarella, Swiss	2 varieties	8 oz or 16 oz package	4 - 8 oz packages or 2 - 16 oz package
Eggs (Store Brand or Least Expensive Brand Available)			
Large, Grade A or AA	1 brand	1 dozen	2 dozen
Juice (See WIC Program Booklet for brand information)			
Ready to drink	2 flavors	64 oz containers	3 containers each flavor
Concentrate, frozen or shelf stable	2 flavors	11.5 oz – 12 oz containers	2 containers each flavor
Cereal (See WIC Program Booklet for brand information)			
Infant	2 varieties (rice + 1)	8 oz container	2 boxes each variety
Breakfast	4 varieties (at least one variety must be whole grain)	11 oz up to 36 oz packages	1 package each variety
Peanut Butter			
Smooth or Crunchy	1 brand	16 oz - 18 oz containers	1 container
Baby Food			
Fruit	4 varieties	4 oz containers	64 containers total
Vegetable	4 varieties	4 oz containers	64 containers total
Meat w/gravy	3 varieties	2.5 oz containers	31 containers total

Proposed USDA SNAP Retailer Regs

Enhancing Retailer Standards in the Supplemental Nutrition Assistance Program (SNAP)

Print

The Food and Nutrition Service (FNS) proposes to make changes to the Supplemental Nutrition Assistance Program (SNAP) regulations pertaining to the eligibility of SNAP retail food stores.

The Agricultural Act of 2014 (2014 Farm Bill) amended the Food and Nutrition Act of 2008 (the Act) to increase the requirement that certain SNAP authorized retail food stores have available on a continual basis at least three varieties of items in each of four staple food categories, to a mandatory minimum of seven varieties. The 2014 Farm Bill also amended the Act to increase, for certain SNAP authorized retail food stores, the minimum number of categories in which perishable foods are required from two to three. This proposed rule would codify these mandatory requirements.

Further, using existing authority in the Act and feedback from a Request for Information that included five listening sessions in urban and rural locations across the nation and generated 233 public comments, FNS is proposing several additional changes. Among other items, these proposed changes address depth of stock, amend the definition of staple foods, and amend the definition of "retail food store" to clarify when a retailer is a restaurant rather than a retail food store. The rulemaking also proposes that FNS begin disclosing to the public specific information about retailers who have violated SNAP rules.

Update: FNS recently submitted to the Office of the Federal Register a clarification of the proposed rule and an extension of the comment period to May 18, 2016. The version submitted is linked below. The official version will be available at www.federalregister.gov and www.regulations.gov, and may differ slightly from this version.

[Proposed Rule – Clarification and Extension of Comment Period](#)

Federal Register Link:

<https://www.federalregister.gov/articles/2016/02/17/2016-03006/enhancing-retailer-standards-in-the-supplemental-nutrition-assistance-program-snap>

Type:

Proposed Rule





Ex: How A Small Store Sources Food



Some Key Impacts

- Cannot meet order minimums; lose discounts, pay fees
- Higher cost of food, passed on to customer
- Fewer fresh foods and beverage items
- Greater restocking time (appearance, customer service)
- Hard to maintaining quality of fresh foods
- Greater burden of inventory management
- Time away from store (often not “counted”)
- Challenge maintaining WIC compliance

Common Result



HEALTHY FOOD *and* SMALL STORES

STRATEGIES
TO CLOSE THE
DISTRIBUTION GAP
IN UNDERSERVED
COMMUNITIES



Study Process



Major Barriers for Small Stores

- Supplier order and delivery minimums
- Inventory and ordering systems
- Produce handling/storage knowledge
- Varying definitions of “healthy”
- Size of store’s order
- Last mile efficiencies not leveraged

Enhance Research

- Relevant demographic information
- Mapping of initiatives
- Research and dissemination for stores
- Information for suppliers and owners on factors that influence where people shop, what they buy

Review of Policies & Identify Leverage Points

- Local
- State
- Federal
- Corporate

Training, Networking, Joint Problem Solving

- Creation of networking opportunities
- Develop trainings
- Explore “turn-key” programs
- Identify feedback mechanisms
- Cross-sector engagement at trade shows
- Evaluate “store within a store”

HEALTHY FOOD *and* SMALL STORES

STRATEGIES
TO CLOSE THE
DISTRIBUTION GAP
IN UNDERSERVED
COMMUNITIES



Thank You!

Karen Shore, MPH
kshore@thefoodtrust.org

