

# **MIND THE GAP: COMMUNITIES GROW SUSTAINABLE HEALTHY FOOD ACCESS**



**Stock Healthy Shop Healthy**

Kara Lubischer, Community Development Specialist/Program Director

Sara Feagans, Program Manager

Stock Healthy, Shop Healthy

University of Missouri Extension

Rural Grocery Summit | 06.06.16

**Most small food retailers are primarily interested in selling cigarettes, alcohol and snacks.**

- A. Agree
- B. Strongly Agree
- C. Disagree
- D. Strongly Disagree



**If you put healthy food in a store,  
people will buy it.**

- A. Agree
- B. Strongly Agree
- C. Disagree
- D. Strongly Disagree



# What does **ACCESS** really mean?

**Accessibility:** Can you get to food sources?

**Availability:** If so, is healthy food available?

**Affordability:** If so, can you afford it?

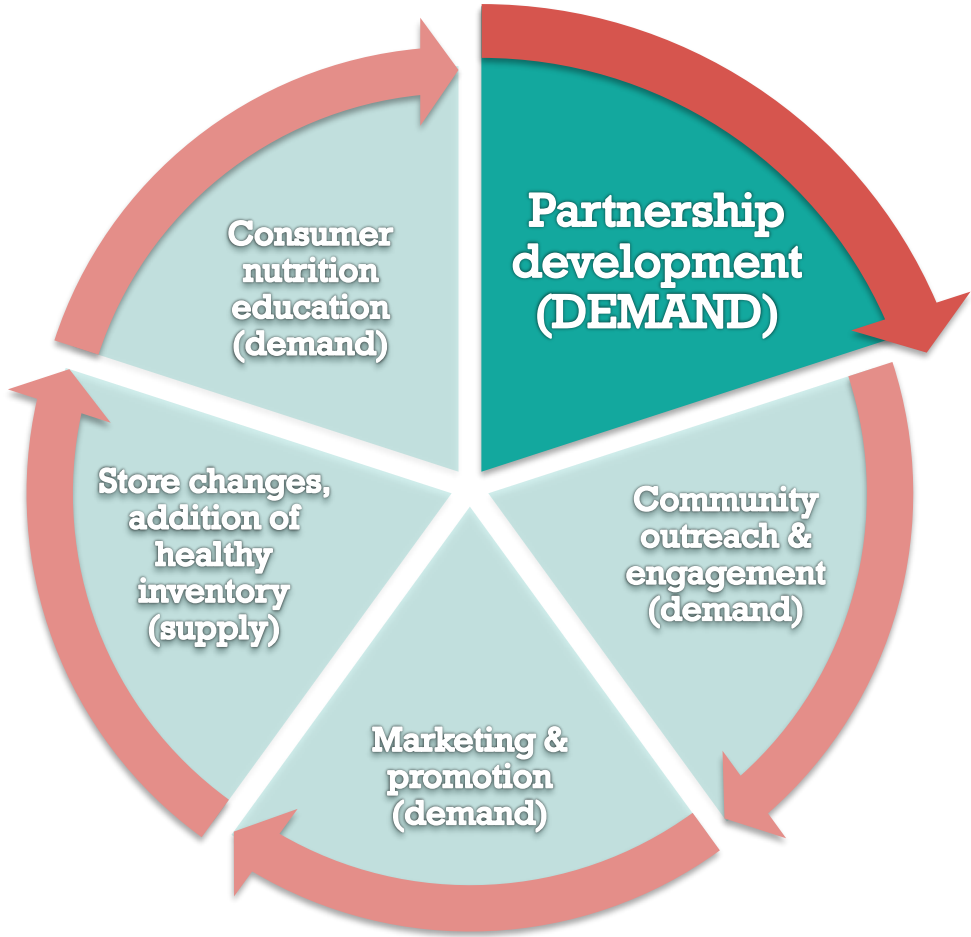
**Know how:** Do you know how to prepare it?



# What is Stock Healthy, Shop Healthy?

- Evidence-based
- Comprehensive, community-driven initiative
  - ▶ Nutrition education
  - ▶ Community involvement
  - ▶ Store engagement
- Listed in the SNAP-Ed Toolkit
- 11 rural communities & stores (additional 11 urban)
- Partnership with Missouri Department of Health

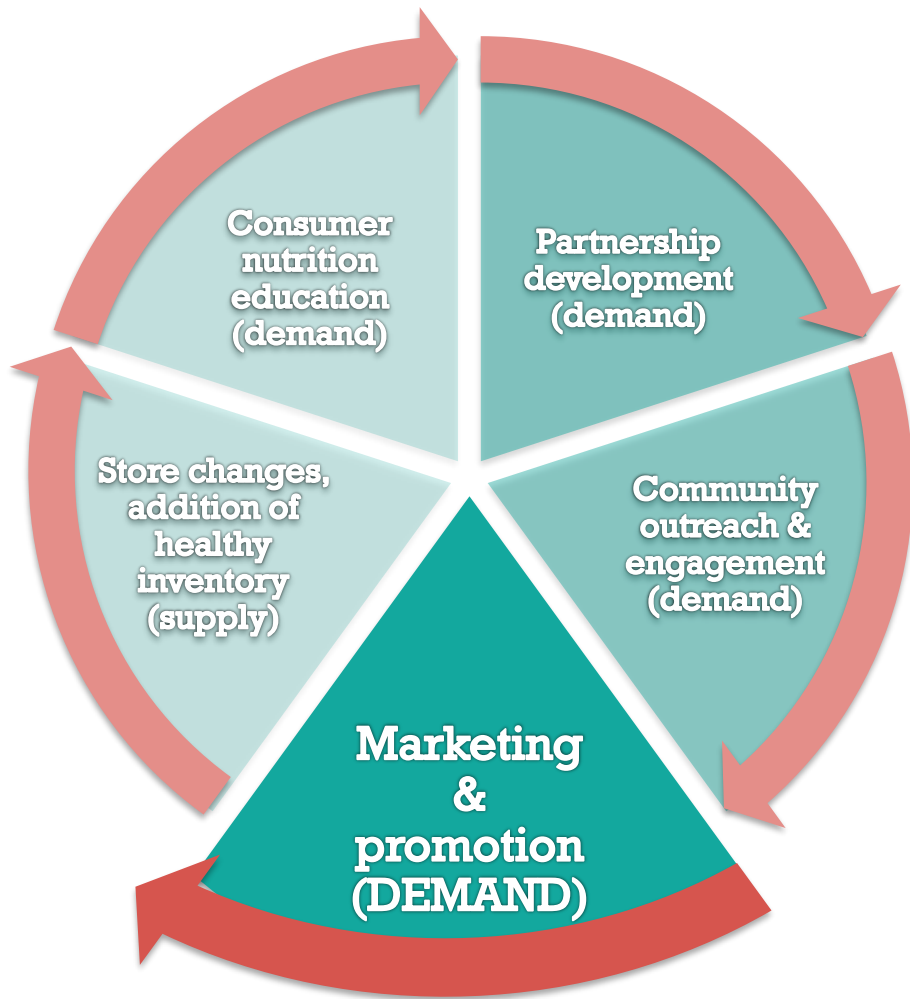




*Key components to a successful implementation of Stock Healthy, Shop Healthy*







Stock Healthy  Shop Healthy

Door prizes will be given!!

# Family Nutrition Education Classes

### Schedule

Building	Date	Time
Heritage	5/2/2016	11 a.m.
Stilwell	5/2/2016	2 p.m.
Madison	5/16/2016	11 a.m.
South	5/16/2016	2 p.m.
Heritage	6/6/2016	11 a.m.
Stilwell	6/6/2016	2 p.m.
Madison	6/20/2016	11 a.m.
South	6/20/2016	2 p.m.



Come join us to learn about nutrition, food safety, & to see simple recipe & cooking demonstrations by the Family Nutrition Program educators! Check the schedule for locations and times!



## Fresh Produce Loyalty Card

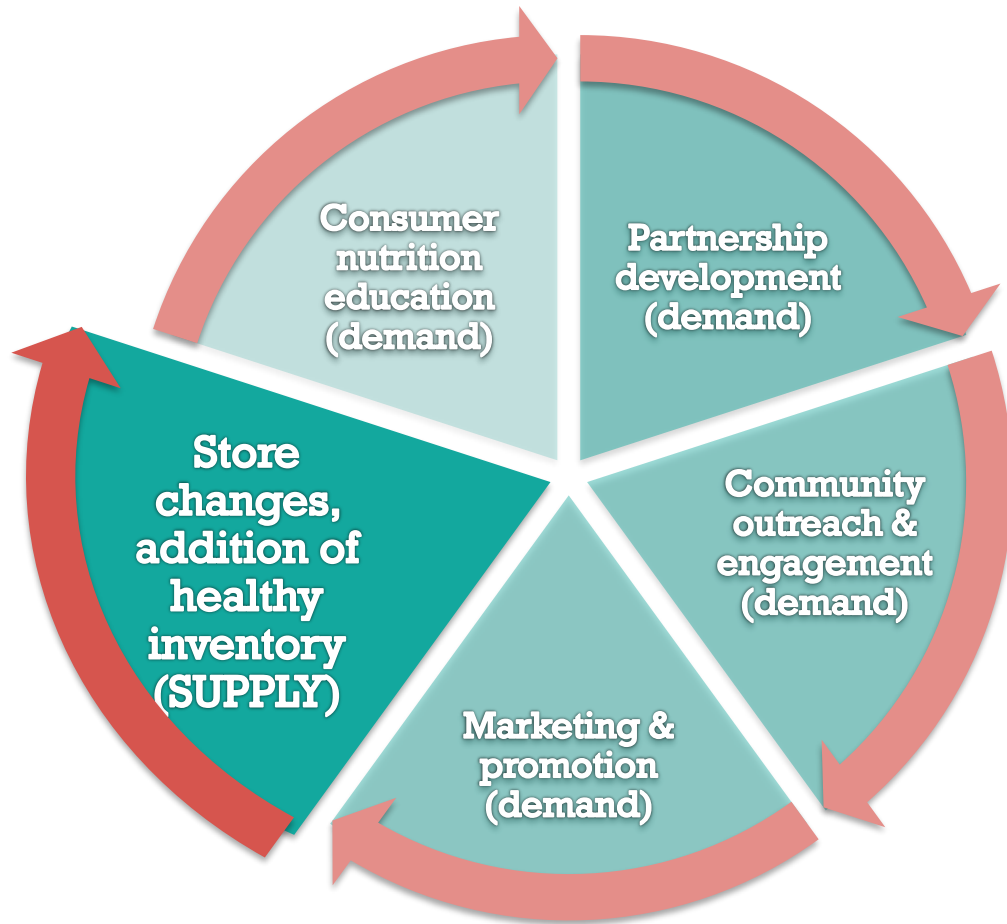
A number will be stamped each time you buy a fresh produce item. When 10 numbers are stamped, turn this card in for a free fresh-produce item.

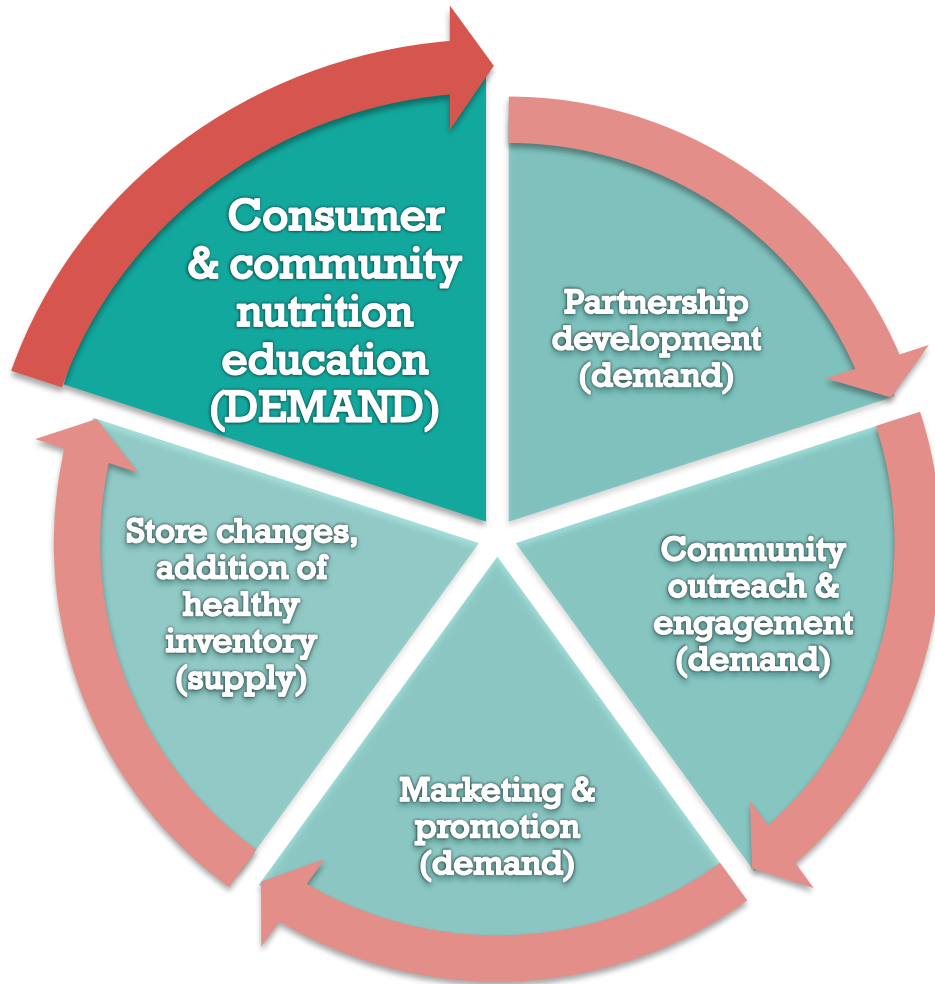
1      2      3      4      5  
6      7      8      9      10



UNIVERSITY OF MISSOURI-EXTENSION







## About the Stock Healthy, Shop Healthy: Community Toolkit

### Who should use this toolkit?

*Anyone wanting to increase access to healthful foods in the local community:*

- Community volunteers
- Chambers of commerce
- Local community and economic development departments
- Public health agencies
- Nonprofits
- Service organizations
- Schools
- Neighborhood associations

For some community residents, the local small food retailer is the only store to which they have easy access. By encouraging small food retailers to sell more healthy foods and supporting them in their efforts, you can make your community a healthier place for everyone.

### Small food retailers

are food stores that have limited physical space and, typically, a limited selection of foods.

Different communities will have different names for these stores, including corner stores, convenience stores, town groceries, gas stations, dollar stores and neighborhood stores.



# Community Toolkit

## Strategies for:

- Identifying stakeholders and forming a network
- Developing a partnership with a store
- Key **BUILDING DEMAND** activities:
  - Strengthening customer loyalty
  - Store support & in-store activities
  - Store promotion & marketing
  - Community outreach & nutrition education
  - Youth-oriented activities

Stock Healthy



Shop Healthy

# Retailer Toolkit

## Strategies for:

- ▶ Partnering with a network/stakeholders
- ▶ Key **INCREASING SUPPLY** activities:
  - ▶ Identifying healthful food items/offerings
  - ▶ Store layout and merchandising
  - ▶ Marketing and promotion
  - ▶ Customer loyalty

## About the Stock Healthy, Shop Healthy: Retailer Toolkit

### Who should use this toolkit?

*Owners of small food stores who are interested in increasing the amount of healthful food they sell.*

Food retailers of all sizes, in rural and urban areas, can play an important role in improving access to healthy foods across Missouri. Selling healthy foods can help you improve your total sales, increase customer loyalty and attract new shoppers to your store. This toolkit will help you achieve your business goals, promote healthy eating in your community, add new product lines, and improve merchandising and marketing.

### What's in this toolkit?

- ▶ Information on healthful food items
- ▶ Guidelines for handling and storing produce
- ▶ Tips for displaying and merchandising healthy inventory
- ▶ Strategies for profiting from healthy food sales
- ▶ Ideas for promotion and marketing

This toolkit is a compilation of helpful practices used by small food retailers in healthy grocery programs across the country, including the St. Louis Healthy Corner Store Project and Kansas City's Skip the Salt, Help the Heart project.

You may already be doing many of the practices suggested in this toolkit. Some of the suggestions and techniques may be new to you. Not all of them are appropriate for all stores. Use the "tools" in the toolkit that are appropriate for your store's capacity and customer base.

### This toolkit can help you as a small food retailer to:

- ▶ Identify goals and strategies for increasing sales of healthy foods
- ▶ Strategically price and display healthy foods
- ▶ Promote and market healthy foods in your community
- ▶ Attract and keep loyal customers
- ▶ Build partnerships with community organizations that will support your efforts and promote your store



# The Butcher Block



- Patton, Missouri – population 500
- Community partners:
  - County Health Department, MU Extension, 4-H youth
  - Additional partners: camp ground, church



- Customer engagement
- Youth Healthy Smoothie Recipe Competition
- In-store changes:
  - New products
  - Displays
  - Nutrition prompts & signs



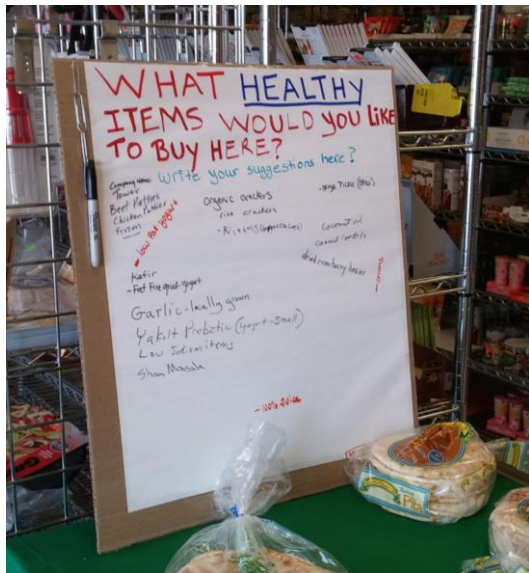
# Program results

- 28 store layout improvements
- 50 new products added
- Increase in shelf space dedicated to healthy inventory
- Year One Overall – 6%**
  - Beverages – 11.5%
  - Fruits/Vegetables – 39.5%
  - Milk – 15.9%
  - Protein – 21.5%
- Year Two Mid-point – 15%**



# Program results

- Retailers reported increase in demand for healthy foods due to:
  - **In-store nutrition education**
  - **Point-of-decision prompts (shelf talkers)**

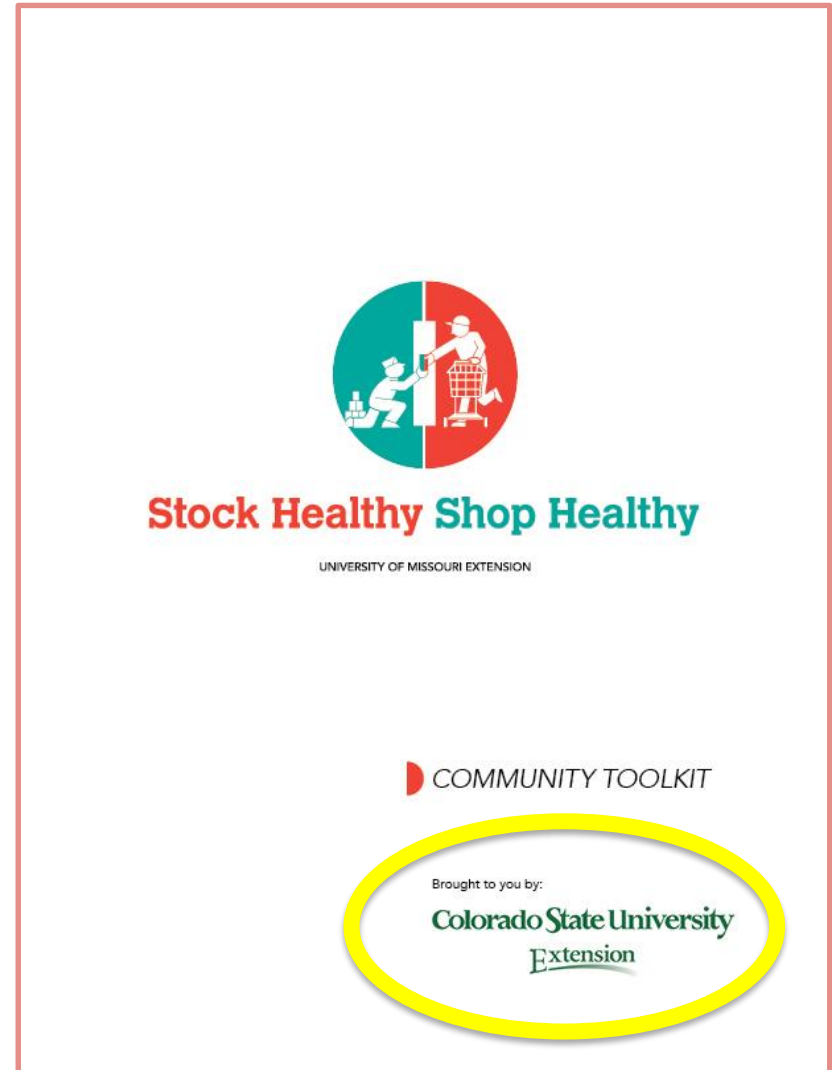


- Community partners reported that **outreach and education** increased resident's awareness of:
  - **The participating retailer**
  - **Availability of healthy foods at the store**



# [extension.missouri.edu/stockhealthy](http://extension.missouri.edu/stockhealthy)

- Stock Healthy Starter Kits
  - Includes shelf talkers, signs, recipe cards, loyalty program materials, apron, tote bag, and more
  - Toolkits can be customized
  - Taking orders now!





[extension.missouri.edu/stockhealthy](https://extension.missouri.edu/stockhealthy)

[@stockhealthy](https://facebook.com/stockhealthysophhealthy)

**Kara Lubischer**

SHSH Program Director

University of Missouri Extension

LubischerK@missouri.edu



**Sara Feagans**

SHSH Program Manager

University of Missouri Extension

FeagansS@missouri.edu

