

Maine Healthy General Store Initiative



**NATIONAL RURAL GROCERY SUMMIT V
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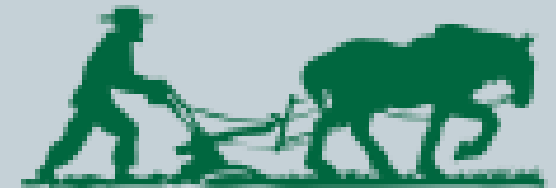


HGSI Collaboration



**Healthy
Acadia**

*Building vibrant communities
in Hancock and Washington counties*



The Food Trust

THEFOODTRUST.ORG



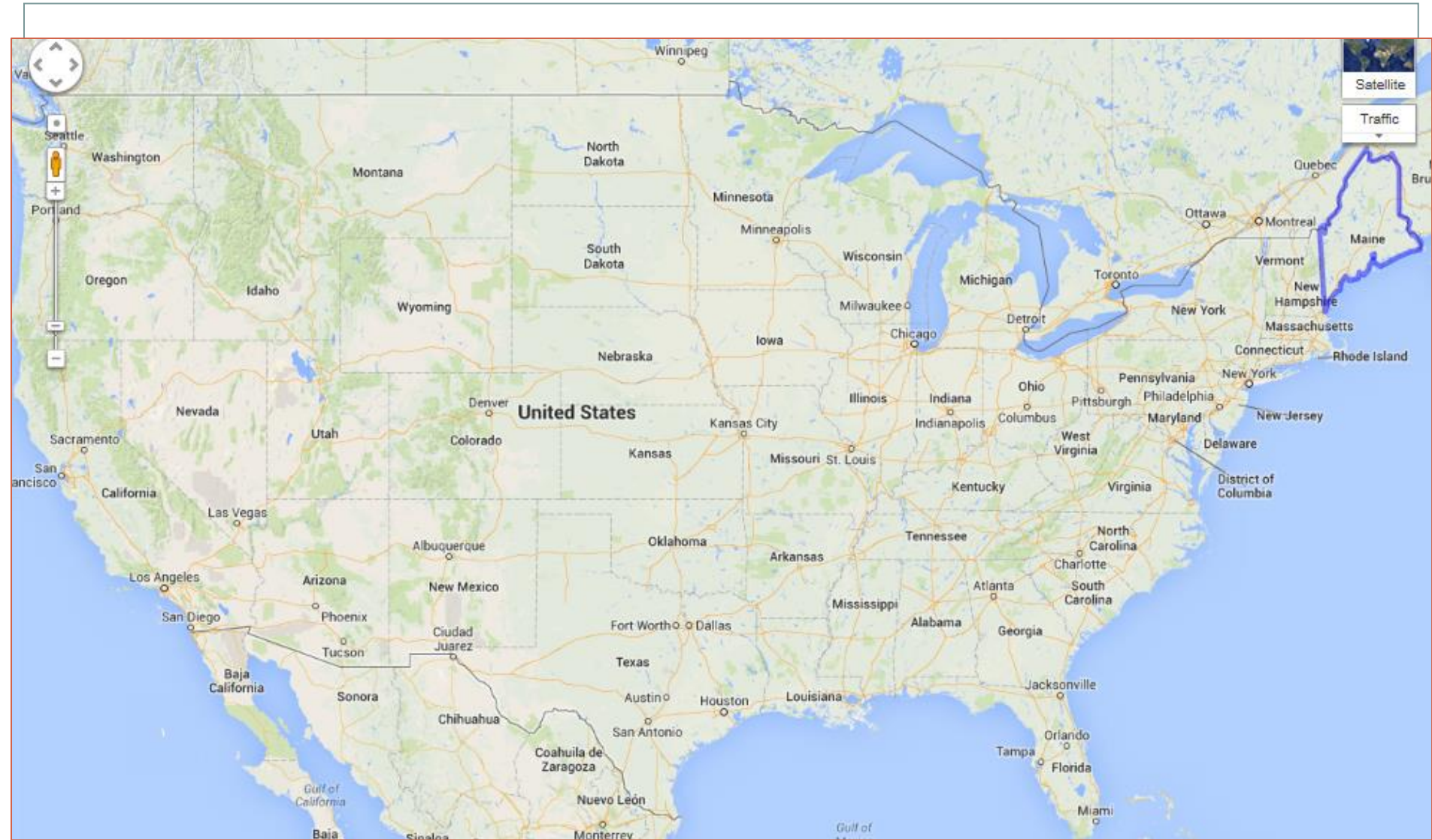
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NEWMAN'S OWN
FOUNDATION



Access to Quality Healthcare

SM



Capital for Opportunity and Change

HGSI stores



Project Origin and Design



- **Healthy Food Finance nationally and in Maine**
 - Food access and building bridges between business development and public health organizations
- **Partner Roles**
 - CEI: project manager
 - Healthy Acadia: implementation partner
 - TFT: consultant and best practices
- **Project Arc**
 - 3 year cycle to create systemic change



Healthy General Store Strategy



- Work with the store owners to develop and implement a plan tailored to each store
- Work with distributors to assess product availability and cost
- Deliver consumer programming, taste tests, demos
- Promote healthy food in stores
- Adjust as you go along
- Fast-track a market-based solution – needs to work for the store’s business model
- Increase sales overall!



Toolkit Components




- Map Tool: Priority Intervention Areas
 - <http://arcg.is/1FsDSpS>
- Screening, Baseline, and Tracking
- HGSI Implementation Menu
- Marketing Materials
- Store Owner Survey
- Resources: Sell Healthy Guide, Recipes
- Evaluation and Store Recognition





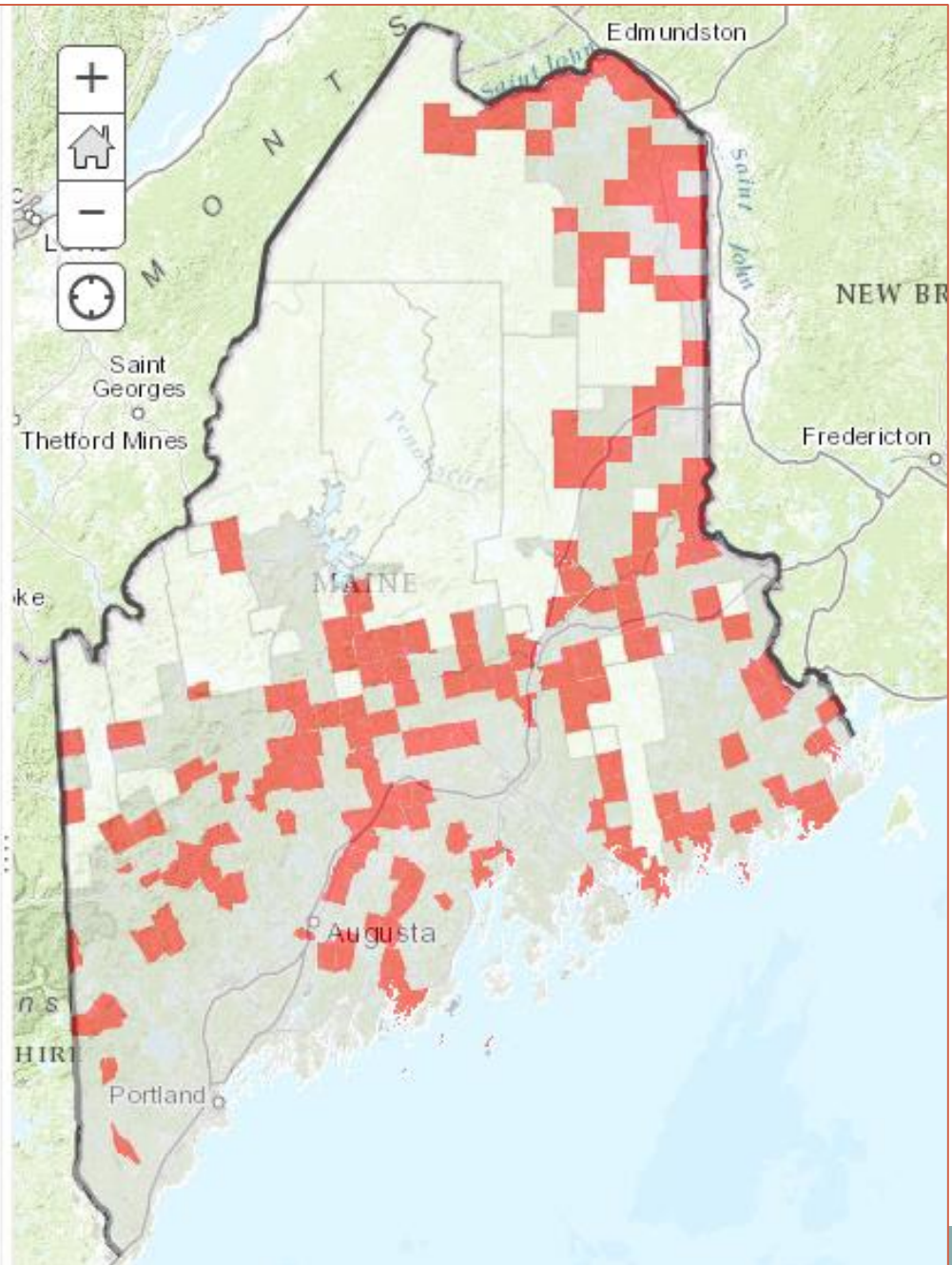
Legend

Areas with Greatest Need

 Low Sales, Low Income, and High Diet-related Deaths

 Other

Townships Removed from Analysis (due to low population density)



Toolkit - Product Menu



In order to qualify as a Maine Healthy General Store, you must complete this Scope of Work and agree to:

- Stock 6 new healthy choices from the list below, regardless of how many you currently sell
- Implement at least one activity each from the [Merchandising](#) and [Promotion](#) categories (plus required activities)

Categories	Products and Definitions	Action Steps / Notes
Fresh Fruits & Vegetables	<input type="checkbox"/> Fresh fruits <input type="checkbox"/> Fresh vegetables • "Fresh" refers to fruits and vegetables that are whole, have not been processed and are in good condition (no spoilage)	
Fruits and Vegetables (frozen, canned, dried)	<input type="checkbox"/> Canned fruit: in natural juice or light syrup <input type="checkbox"/> Canned vegetables: 290 milligrams of sodium or less per serving <input type="checkbox"/> Frozen fruit and vegetables <input type="checkbox"/> 100% juice	
Healthy Dairy	<input type="checkbox"/> Low-fat (1%) or skim milks (unsweetened) <input type="checkbox"/> Yogurts <input type="checkbox"/> Cheeses (except cream cheese and processed cheese), including lactose free/reduced products <input type="checkbox"/> Calcium fortified non-dairy beverages	
Whole Grains	<input type="checkbox"/> Whole grain bread <input type="checkbox"/> Whole grain pasta <input type="checkbox"/> Brown rice <input type="checkbox"/> Whole grain cereal <input type="checkbox"/> Whole grain tortillas • The whole grain should be the first ingredient listed. Wheat flour, enriched flour, & degerminated cornmeal are not whole grains	
Healthy Proteins	<input type="checkbox"/> Fresh, canned, or frozen whole/cut lean meat and fish <input type="checkbox"/> Eggs <input type="checkbox"/> Raw or roasted plain or low-sodium nuts and seeds (no other ingredients) <input type="checkbox"/> Low-sodium canned or dried beans <input type="checkbox"/> Lentils <input type="checkbox"/> Peas <input type="checkbox"/> Fresh or frozen tofu (no other ingredients) <input type="checkbox"/> Nut butters (no sugar/oil added)	
Healthy Snacks	<input type="checkbox"/> Any snack that is a single size serving, has 230 milligrams sodium or less, and 3 grams of fat or less	
Healthy Beverages	<input type="checkbox"/> Low-fat (1%) or skim white or chocolate milk in 8 oz. containers <input type="checkbox"/> 100% juice in 8 oz. containers <input type="checkbox"/> Bottled water (any size)	
Healthy Prepared Foods	<input type="checkbox"/> New menu items (salads, recipe revisions to reduce fat, sodium, sugar, etc) <input type="checkbox"/> New grab and go items (fruit cups, sandwiches on whole grain bread with vegetables, whole grain pizza crust, etc)	

Categories	Activities	Action Steps / Notes
Merchandising	Product placement <input checked="" type="checkbox"/> Place healthy items at eye level, register, and/or end caps (required)	
	Product consolidation <input type="checkbox"/> Healthy snack rack <input type="checkbox"/> Refrigerator with healthy items <input type="checkbox"/> Fresh produce display	
	Store improvements <input type="checkbox"/> Infrastructure such as lighting, paint, flooring, interior / exterior design, etc <input type="checkbox"/> Complete store refresh	
Promotion	Signage <input checked="" type="checkbox"/> Shelf signs promoting healthy choices (required) <input type="checkbox"/> Store banners and posters <input type="checkbox"/> Outdoor signage (ex. "Shop Healthy Here")	
	In-store events (HGS staff) <input checked="" type="checkbox"/> Sample of new menu items and/or healthy recipes from store ingredients (required)	
	Pricing strategies <input type="checkbox"/> Sales and discounts on healthy items (Ex. 2 for 1 water or fruit) <input type="checkbox"/> Menu deals (Ex. Lunch Specials of a sandwich or salad, fruit, and water) <input type="checkbox"/> Price healthy items lower relative to unhealthy items	
	Low-income access <input type="checkbox"/> Accept SNAP/WIC benefits <input type="checkbox"/> Offer incentives for healthy SNAP purchases	
	Training and Business Development <input type="checkbox"/> Participate in training and professional development provided by HGS staff and grocery consultants	

Toolkit - Marketing Materials



ENJOY

FRESH

PRODUCE



Toolkit - Recipes



- Baked beans
- Skillet corn chowder
- Beef noodle casserole
- Winter fruit crisp
- Maine potato soup
- Hot pumpkin oatmeal
- Corn & tomato salad
- Wild blueberry
Johnnycakes
- Lemon & parmesan
fiddleheads



Positive Changes



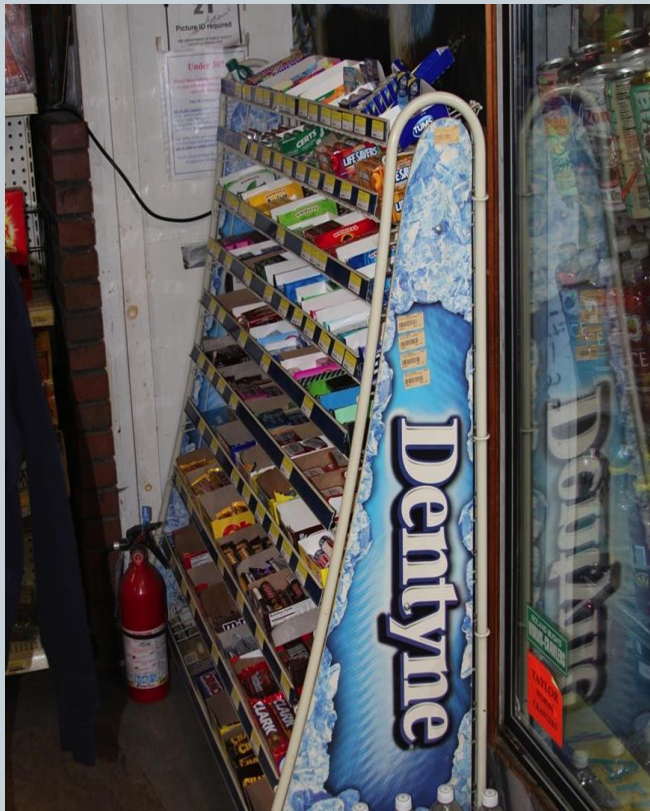
- 6/6 stores added fresh fruit and vegetable displays
- 4/6 put fresh fruit in displays by cash register
- 6/6 added 100% whole wheat bread
- 4/6 placed water in more prominent locations
- 5/6 added longer shelf life vegetables such as potatoes, sweet potatoes and onions
- 6/6 added low fat milk offerings
- 6/6 have introduced healthier prepared foods
- 1 new Farmers' Market
- “Kids love the fruit!”



Amherst General Store



Before



After



Otis General Store



Before



After



Produce Displays

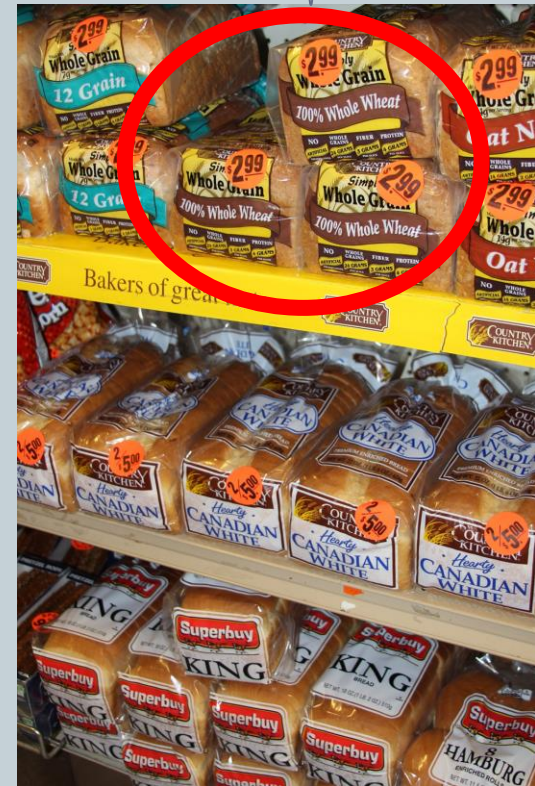


Incremental Changes

Fresh Fruit Display by the Cash Register



Whole Wheat Bread on a Prominent Shelf



New Farmers' Market



Context: The Store



- Rural multipurpose stores-gas, liquor, food, etc.
- Extremely busy store owners
- Seasonal changes/ needs in customer base
- Lower turnaround of fresh foods- waste/ lack appeal
- Lack floor space/ storage capacity/ broken equipment
- Inventory based on sales-impulse foods
- Customer mindset- gas, soda, cigarettes, beer, fast food

Context: The Store Suppliers



- Different suppliers for many of the stores
- Smaller stores pay a higher base price for goods
- Stores receive lower quality produce
- Require minimum quantities to purchase-12 or 24/case
- Do not have the selection or variety-juice packed fruit
- Require minimum dollar amount for delivery
- Distributors pay stipend/incentives for premium space
- Owners purchase some foods at other retailers for resale

Critical Lessons Learned



- Equal focus on grocery and menu/ prepared items
- Product placement and promotion are important
- Clearly define “healthy” esp. for snacks & prepared food
- Supply chain and price point challenges
- Evaluation: tracking customer behavior & sales
- Marketing and community awareness
- Small changes are a success!



Year 3



- Industry expertise – consultant to work with stores and suppliers
- Promotion and marketing materials
- Refrigeration units
- Farm stands – local produce
- Customer surveys and incentives



How do you do this in your community?



- Identify the challenge
- Build productive partnerships
- Find an interested funder
- Be flexible and willing to adjust as you learn
- Grow by replication and sharing
- Watch out for policy changes, i.e. new SNAP regulations





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