

Technical Assistance for Rural Food Retail



Princeton, Kansas



The Food Trust

THEFOODTRUST.ORG

Karen Shore, MPH
Director, The Food Trust

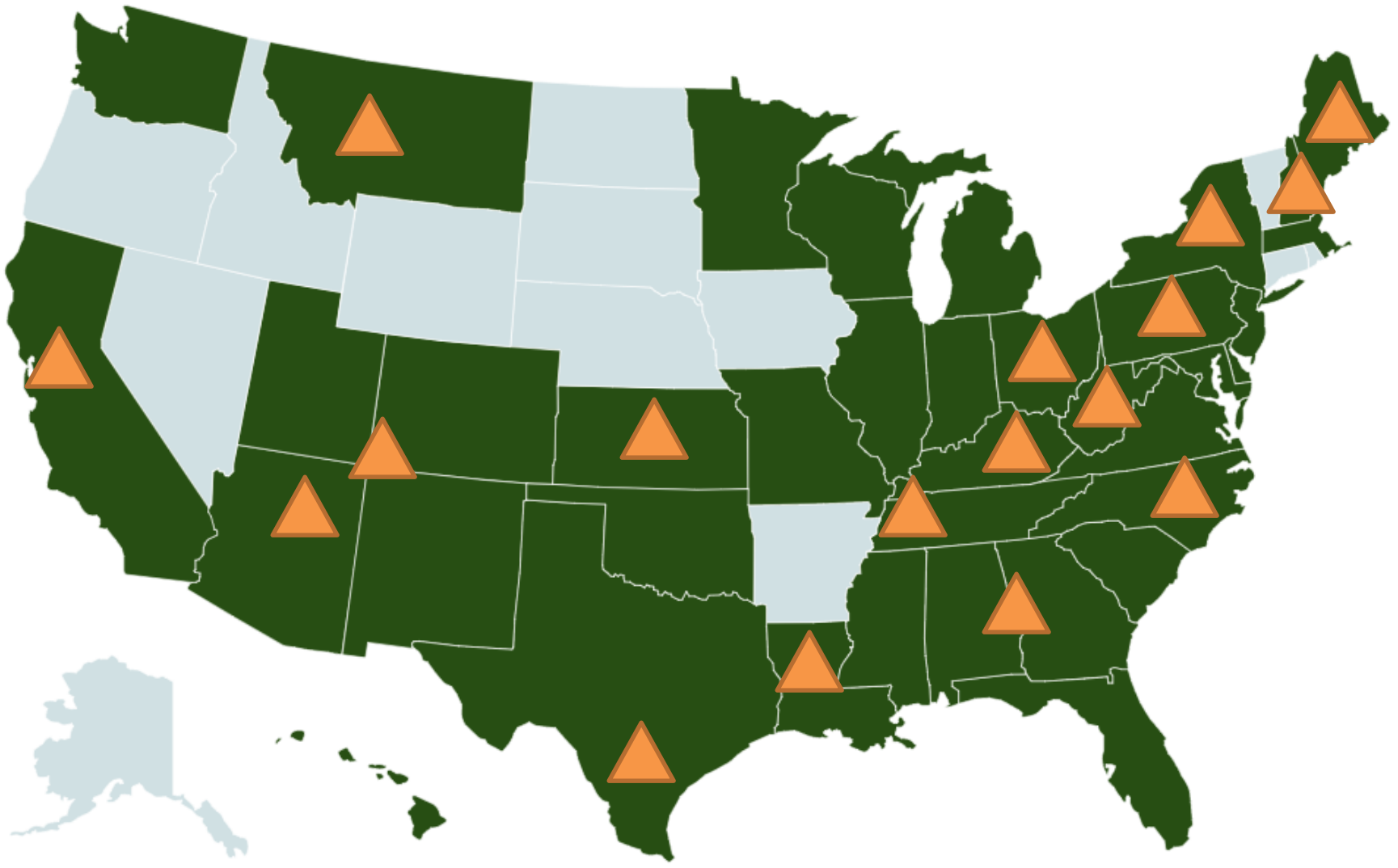
Today's Panelists

Karen Shore ❖ *The Food Trust*

Christina Khan ❖ *K-State CECD*

Imogene Harris ❖ *Network Kansas*

Debbie Bearden ❖ *Allen County Farm Bureau*



▲ Recent programming in rural areas

HEALTHY FOOD ACCESS



Throughout Rural Towns and Counties, Grocery Stores Are Business Anchors and Community Assets



Healthy Food Displays



- ✓ Distribution
- ✓ Merchandising
- ✓ Planograms
- ✓ Equipment suggestions
- ✓ Layout changes
- ✓ Staff training and toolkits



In-Store Nutrition Education



- ✓ Partner engagement
- ✓ Planning
- ✓ Aligning displays
- ✓ Signage



Healthy Checkout

- ✓ Distribution
- ✓ Contracts
- ✓ Merchandising
- ✓ Planograms
- ✓ Equipment suggestions



Signage and In-Store Marketing



- ✓ Marketing
- ✓ Signage
- ✓ Selecting existing
- ✓ Creating new



Supporting WIC and SNAP



- ✓ Compliance
- ✓ Advertising
- ✓ Signage
- ✓ Distribution
- ✓ Displays
- ✓ Technology



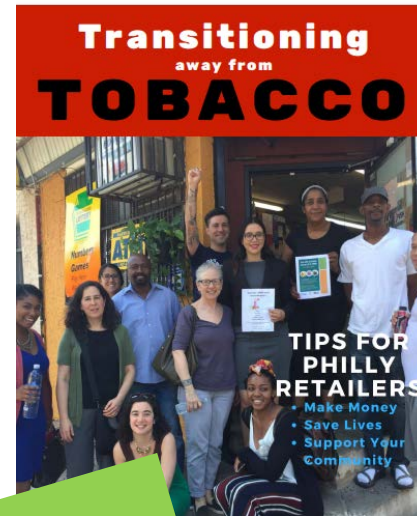
Healthy Food Incentives & Coupons



Activating Food Retailers As Community Health Hubs



Fruit & Vegetable Prescriptions



Tobacco and Alcohol Licensing and Initiatives



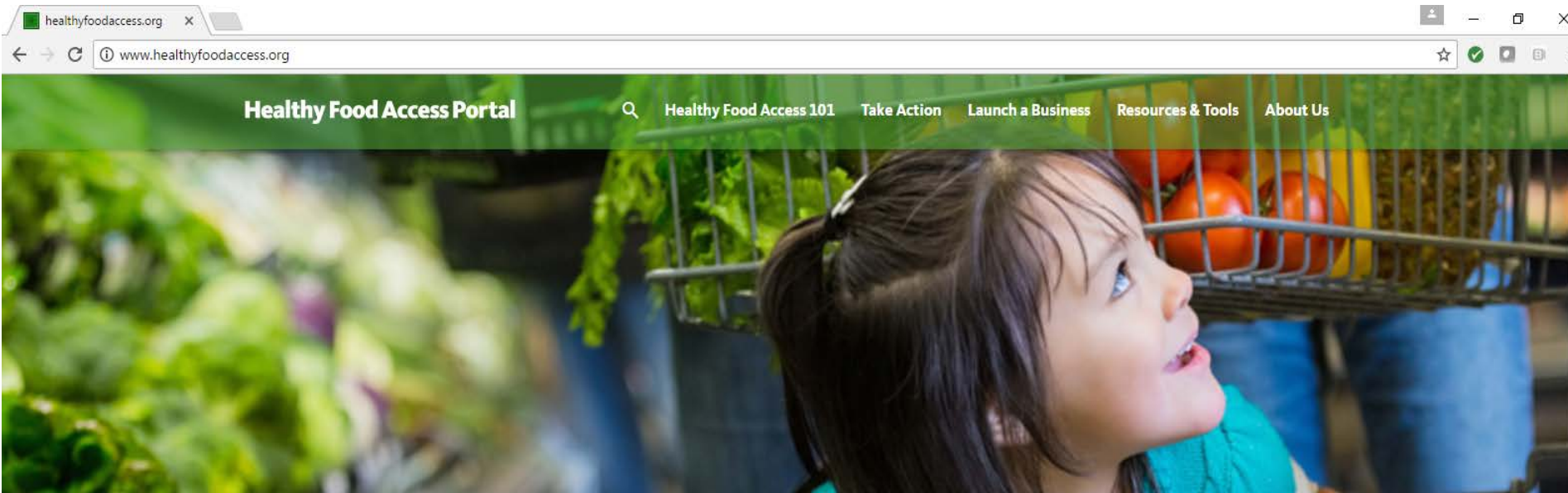
Health Screenings

- ✓ Planning
- ✓ Outreach
- ✓ Partner engagement
- ✓ Advertising
- ✓ Technology



Benefits Enrollment

www.healthyfoodaccess.org



The Go-To Resource for Increasing Access to Healthy Food

The Healthy Food Access Portal harnesses a vast array of data and information to support the successful planning and implementation of policies, programs, and projects for **advocates**, **entrepreneurs**, and **stakeholders** to improve access to healthy foods in low-income communities and communities of color.

Connect to The Food Access Movement through Our Newly Designed Portal

SIGN UP FOR EMAILS

Thank You!

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