



## Network for a Healthy California – Retail Program

The *Network for a Healthy California–Retail Program (Retail Program)* creates innovative partnerships with California supermarkets, grocery store chains, independent markets, and produce industry stakeholders (growers, packers, shippers, and commodity boards) to increase the purchase and consumption of fruits and vegetables among low-income adults, children, and families.

*Retail Program* materials, services and resources are designed to be flexible enough to meet the various needs of stakeholders at every point in the California produce supply chain.



The **Harvest of the Month component** provides opportunities for growers, packers, shippers, commodity boards, and retailers to connect with low-income consumers through in-store promotional activities and taste tests and nutrition education at schools, community centers, churches, and worksites.



The **Merchandising component** provides free merchandising materials to retailers that serve low-income communities. *Retail Program* merchandising materials include: a variety of seasonal and cross promotional signage, newsletters, recipe cards, in-store radio spots, and more.



The **Promotions component** provides free promotional services to retailers that serve low-income communities. *Retail Program* promotional services include: food demonstrations, store tours, and assistance in planning and conducting customized community events such as health fairs, scavenger hunts, cultural observances, and our annual state-wide Fruit and Veggie Fest promotion in May.



The **Retailer Education component** provides trainings to small neighborhood markets interested in improving the quality and variety of fresh produce that they can provide to the community they serve. Educational materials, such as Produce Quick Tips cards, benefit larger retailers looking to empower produce managers to educate their customers on the specific health benefits of fruits and vegetables.

*Retail Program* partnerships create a vital network of produce industry stakeholders that create engaging programming specific to the diversity of California communities. This network is a driving force in the continued effort to raise awareness about the importance of eating plenty of fruits and vegetables, and inspire healthy change throughout the state.

### For More Information, Contact:

**Rosanna Oliva**

[Rosanna.Oliva@cdph.ca.gov](mailto:Rosanna.Oliva@cdph.ca.gov) (916) 449-5399

**Courtney Cagle**

[Courtney.Cagle@cdph.ca.gov](mailto:Courtney.Cagle@cdph.ca.gov) (916) 449-5449

[networkforahealthycalifornia.net/retail](http://networkforahealthycalifornia.net/retail)