

# ChangeLab Solutions



Partnering with  
small stores to  
improve the retail  
environment



*Presented by*  
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Communications: Change photo; we use it in the powerpoint

# ChangeLab Solutions



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**GUEST SPEAKER 1 PHOTO HERE**

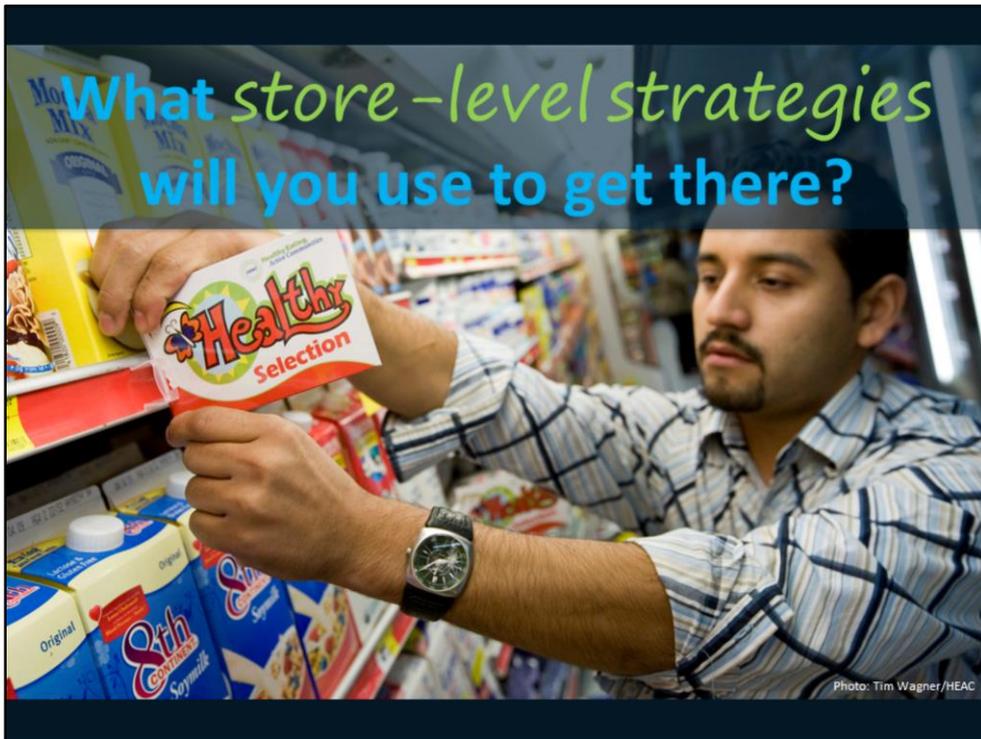
**GUEST SPEAKER 2 PHOTO HERE**

**GUEST SPEAKER 3 PHOTO HERE**

What does  
*healthy*  
*retail* mean  
to you?



- Purpose: Warm up audience
- Type into chat box
- Expectation: there will be a variety of answers



- Purpose: Warm up audience
- Type into chat box 
- Expectation: these will look different depending on the community



## What are store-level barriers to improving the retail environment?

- Purpose: Warm up audience
- Type into chat box
- Expectation: these are going to look different depending on your community





- Introduce the session
- Incentives and partnerships are a bridge to get your storeowners from Point A (now) to Point B (whatever “healthy retail” means)

# agenda

- **Healthy food retail certification programs**
- **Working with storeowners**
- **Crafting an incentive package**
- **Guest speakers**



# housekeeping

- **Ask questions via chat box**
- **Share your experience via chat box**
- **Feel free to stand up at your desk**



## **DISCLAIMER**

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ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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**Communications: Update to 2015 disclaimer**

# healthy food retail certification programs



**What are the elements of a strong certification program?**

# What are the elements of a strong certification program?



**SCOPE**

# What are the elements of a strong certification program?



**SCOPE**



**STANDARDS**

# What are the elements of a strong certification program?



**SCOPE**



**STANDARDS**



**INCENTIVES**

# What are the elements of a strong certification program?



**SCOPE**



**STANDARDS**



**INCENTIVES**



**ENFORCEMENT**

What  
about  
tobacco?



# Industry promotions



- When working with store owners, it's helpful to have a basic understanding of the types of contracts that they have with tobacco industry representatives.

# Storefront advertising



# *Idea:* Restrict type of amount of tobacco



- How to incorporate tobacco into a healthy retail program

# Idea: Reduce advertising



- How to incorporate tobacco into a healthy retail program

# ChangeLab Solutions



- Resource slide: CDC Playbook on a comprehensive approach to the retail environment (tobacco, nutrition, alcohol)

*questions?*

# working with small store owners





- Who they are
- What their model is
- Why they participate in healthy retail programs



- Consider:
  - Readiness
  - Commitment
  - Business savvy
- Resources: CX3 assessment tools



- How to approach storeowners



For example:

- Make sure the needs of storeowner are met by the program/tailor plans
- Understand the regulatory environment that impacts small stores
- Develop a variety of incentives
- Give store owners options
- Provide ongoing support

# What are the business benefits?

- ✓ *Increased sales, foot traffic, profit*
- ✓ *Business assistance*
- ✓ *Free advertising*
- ✓ *Assistance with regulations*
- ✓ *Better relationships*

## Storeowners *speak*

**A lot of people are already changing; they are eating more fruit. Instead of coming to buy a chocolate or some chips, they now buy an apple or an orange.**

Pablo Diaz, manager of Corner Food Market,  
Philadelphia, Pennsylvania

[http://thefoodtrust.org/uploads/media\\_items/healthier-corner-stores-positive-impacts-and-profitable-changes.original.pdf](http://thefoodtrust.org/uploads/media_items/healthier-corner-stores-positive-impacts-and-profitable-changes.original.pdf)

## Storeowners *speak*

**I always knew we were missing some things and wanted to make change, but we needed the encouragement to do it. This was our opportunity to make positive change.**

Martin Ramirez, co-owner of Vicky's Produce,  
Watsonville

[http://www.communitycommons.org/sa\\_success\\_story/latino-brothers-corner-store-markets-fresh-healthy-foods/](http://www.communitycommons.org/sa_success_story/latino-brothers-corner-store-markets-fresh-healthy-foods/)

## Storeowners *speak*

**I feel this is good for the community ... It's going to be a benefit because I know the customers need a real grocery store.**

Kyle Nosal, owner of Edgehill Grocery,  
Nashville, Tennessee

**I like [selling fresh foods]. The customers are starting to ask for it.**

Nash Saadeh, owner of Professor Market,  
Cleveland, Ohio

[http://www.communitycommons.org/sa\\_success\\_story/latino-brothers-corner-store-markets-fresh-healthy-foods/](http://www.communitycommons.org/sa_success_story/latino-brothers-corner-store-markets-fresh-healthy-foods/)

questions?

# crafting an incentive package



# What's an incentive?



# What's an incentive?

**“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”**

- Winston Churchill

- Think of incentives as an opportunity to address a barrier

## When should I use incentives?

- ✓ To encourage innovation
- ✓ To reduce financial risk
- ✓ To build storeowner skills
- ✓ To target specific stores or areas
- ✓ When a policy isn't feasible

10-20 % increase

\$100-\$150/week

60% increase

[http://thefoodtrust.org/uploads/media\\_items/healthier-corner-stores-positive-impacts-and-profitable-changes.original.pdf](http://thefoodtrust.org/uploads/media_items/healthier-corner-stores-positive-impacts-and-profitable-changes.original.pdf)



Communications: <http://www.compendian.com/wp-content/uploads/2014/12/one-size-fits-all.jpg>

- Different storeowners will have different needs
- Best to think about incentives as a PACKAGE that can be tailored to fit multiple store owners' needs

# Types of incentives



Train storeowners



Bring in new customers



Renovate the store



Make it easier to do business

incentives don't  
have to be  
monetary

Train  
storeowners

# Offer business technical assistance

**Contact Information:**  
 For more information contact:  
**Pat Curtis**  
 City of St. Louis  
 Department of Health  
 2247 10th Street  
 Curtis.P@stlouis-mo.gov

**Kara Lubischer**  
 University of Missouri Extension  
 1244 Eastgate  
 Johnson for Extension calls

**St. Louis Healthy Corner Store Project**

**Participation Guide**

**University of Missouri Extension**

**How the St. Louis Healthy Corner Store Project works:**

Here is what you can expect your store has been selected to participate in the project:

- A Neighborhood Leadership Team, made up of neighbors and stakeholders, will support your store. With its leadership, technical, financial, and marketing support, and ongoing support of your store, your involvement with this team is vital to the success of this project.
- You will be paired with a NCLT member with general retail experience who will provide technical assistance and support.
- Your mentor, along with NCLT team members, will meet with you to conduct an initial assessment of the products you currently stock, discuss merchandising strategies, and identify ways to improve your store.
- Following the initial assessment, you will work with your mentor to identify your action plan that will address needs and set goals to improve your store and attract new customers.
- The NCLT Project will provide various signs, posters and materials to highlight the healthy choices in your store. In addition, several promotional events, such as store tours, will be held in your store.
- Current and potential customer feedback is important. There will be several opportunities for community members to share their healthy food preferences and provide general feedback.

**The St. Louis Healthy Corner Store Project can help you:**

- Promote healthy eating in your neighborhood.
- Attract new customers.
- Add new products to your inventory.
- Improve merchandising and marketing.
- Build a relationship with your neighbors and community.

**What does it mean to be a Healthy Corner Store?**

Corner store participants agree to sell healthy foods and create a healthy store environment. The following are criteria for participants:

- English, stock items, not all required:
  - Fruits and vegetables (fresh, canned, and frozen)
  - Low fat dairy
  - Whole grains, shelf stable products (cereal, oatmeal, rice, etc., with 100% whole grains)
  - Healthy beverages (e.g., water, 100% juice, iced tea)
  - Healthy snacks (e.g., granola, granola bars)
- Always accept or apply to accept food stamps/EBT.

**Benefits for Corner Stores:**

- St. Louis Healthy Corner Store Project participants will receive the following benefits:
  - You will be paired with a NCLT member who will provide support in store layout, merchandising, pricing and promotion.
  - The St. Louis Healthy Corner Store Resource Guide with information on food safety, nutrition and storage.
  - NCLT signposts.
  - In-store promotion events such as samples of healthy items.
  - Assistance in identifying professors and distributors to obtain low cost fresh fruits and vegetables, dairy and other healthy items.
  - Access to business development resources.
  - Promotional and promotional within the neighborhood as a participating Healthy Corner Store.
  - Community support through Neighborhood Leadership Teams. By actively working with this group, you will increase your presence in the community among existing and potential new customers.

**Additional text from brochures:**

The St. Louis Healthy Corner Store Project team approach is user-friendly, as noted by John Henson, owner of Primal Meat Market, a participating corner store. "Simply stated, we are satisfied with all. The project has helped to attract new people into my store and we're selling more fruits and other healthy items."

Participating in the project is provided in part by the Missouri Department of Health and Senior Services and Missouri Extension. For more information, contact Kara Lubischer at 660-244-2444. The Missouri Extension is proud to participate in this project to improve the health of the community. For more information, contact Kara Lubischer at 660-244-2444.

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Communications: Images:

[http://extension.missouri.edu/stlouis/documents/HealthyCornerStore/St\\_Louis-Healthy-Corner-Store-Project-Corner-Store-Participation-Brochure-2013.pdf](http://extension.missouri.edu/stlouis/documents/HealthyCornerStore/St_Louis-Healthy-Corner-Store-Project-Corner-Store-Participation-Brochure-2013.pdf)

- St. Louis
- Minneapolis
- Seattle – Healthy Foods Here
- Partnership: mentors in the retail business

# Offer produce handling technical assistance



**Fresh Produce Temperature Guide**

Use these temperature guidelines to reduce produce spoilage.

| Produce         | Temp    | Shelf Life | Do Not Refrigerate | Temp    | Shelf Life |
|-----------------|---------|------------|--------------------|---------|------------|
| <b>Fruits</b>   |         |            | <b>Fruits</b>      |         |            |
| Apples          | 35-40°F | 2-3 weeks  | Bananas            | 65-70°F | 5-7 days   |
| Avocados        | 45-50°F | 1-2 weeks  | Cantaloupe         | 55-60°F | 1-2 weeks  |
| Carrots         | 35-40°F | 2-3 weeks  | Corn               | 55°F    | 1 week     |
| Cauliflower     | 35-40°F | 2-3 weeks  | Cucumbers          | 45-50°F | 1-2 weeks  |
| Celery          | 35-40°F | 2-3 weeks  | Edamame            | 45-50°F | 1-2 weeks  |
| Cherries        | 35-40°F | 1-2 weeks  | Garlic             | 55-60°F | 3-4 weeks  |
| Citrus          | 35-40°F | 2-3 weeks  | Green beans        | 45-50°F | 1-2 weeks  |
| Cranberries     | 35-40°F | 1-2 weeks  | Green peas         | 45-50°F | 1-2 weeks  |
| Dragonfruit     | 40°F    | 1-2 days   | Herbs              | 45-50°F | 1-2 weeks  |
| Eggplant        | 45-50°F | 1-2 weeks  | Jackfruit          | 65-70°F | 1-2 weeks  |
| Garlic          | 55-60°F | 3-4 weeks  | Kale               | 45-50°F | 1-2 weeks  |
| Grapes          | 35-40°F | 1-2 weeks  | Kiwifruit          | 55-60°F | 1-2 weeks  |
| Guava           | 45-50°F | 1-2 weeks  | Lentils            | 45-50°F | 1-2 weeks  |
| Hamamelis       | 45-50°F | 1-2 weeks  | Letts              | 45-50°F | 1-2 weeks  |
| Hearts of Palm  | 45-50°F | 1-2 weeks  | Lima beans         | 45-50°F | 1-2 weeks  |
| Hot Peppers     | 45-50°F | 1-2 weeks  | Mangoes            | 55-60°F | 1-2 weeks  |
| Jackfruit       | 65-70°F | 1-2 weeks  | Medicinal Herbs    | 45-50°F | 1-2 weeks  |
| Jicama          | 45-50°F | 1-2 weeks  | Mint               | 45-50°F | 1-2 weeks  |
| Kale            | 45-50°F | 1-2 weeks  | Moroccan Spices    | 45-50°F | 1-2 weeks  |
| Kiwifruit       | 55-60°F | 1-2 weeks  | Onions             | 45-50°F | 1-2 weeks  |
| Lentils         | 45-50°F | 1-2 weeks  | Parsnips           | 45-50°F | 1-2 weeks  |
| Letts           | 45-50°F | 1-2 weeks  | Peas               | 45-50°F | 1-2 weeks  |
| Lima beans      | 45-50°F | 1-2 weeks  | Peanut butter      | 45-50°F | 1-2 weeks  |
| Mangoes         | 55-60°F | 1-2 weeks  | Pineapple          | 55-60°F | 1-2 weeks  |
| Medicinal Herbs | 45-50°F | 1-2 weeks  | Potatoes           | 45-50°F | 1-2 weeks  |
| Mint            | 45-50°F | 1-2 weeks  | Radishes           | 45-50°F | 1-2 weeks  |
| Moroccan Spices | 45-50°F | 1-2 weeks  | Spinach            | 45-50°F | 1-2 weeks  |
| Onions          | 45-50°F | 1-2 weeks  | Summer Squash      | 45-50°F | 1-2 weeks  |
| Parsnips        | 45-50°F | 1-2 weeks  |                    |         |            |
| Peas            | 45-50°F | 1-2 weeks  |                    |         |            |
| Peanut butter   | 45-50°F | 1-2 weeks  |                    |         |            |
| Pineapple       | 55-60°F | 1-2 weeks  |                    |         |            |
| Potatoes        | 45-50°F | 1-2 weeks  |                    |         |            |
| Radishes        | 45-50°F | 1-2 weeks  |                    |         |            |
| Spinach         | 45-50°F | 1-2 weeks  |                    |         |            |
| Summer Squash   | 45-50°F | 1-2 weeks  |                    |         |            |

**Tip:** Some items, like apples, pears, oranges and peaches, can be refrigerated at lower temperatures than will otherwise show what this if you receive them under the temperature guidelines during the day, be sure to refrigerate them as soon as possible.



**Fresh Produce Sold by Season in Missouri**

| Winter           | Spring           | Summer           | Fall             |
|------------------|------------------|------------------|------------------|
| Apples           | Artichokes       | Asparagus        | Avocado          |
| Artichokes       | Asparagus        | Banana           | Bell pepper      |
| Asparagus        | Banana           | Basil            | Broccoli         |
| Banana           | Basil            | Bell pepper      | Brussels sprouts |
| Bell pepper      | Brussels sprouts | Broccoli         | Cauliflower      |
| Brussels sprouts | Cauliflower      | Brussels sprouts | Corn             |
| Cauliflower      | Corn             | Cauliflower      | Cucumber         |
| Corn             | Cucumber         | Cauliflower      | Edamame          |
| Cucumber         | Edamame          | Cucumber         | Garlic           |
| Edamame          | Garlic           | Edamame          | Green bean       |
| Garlic           | Green bean       | Edamame          | Green pea        |
| Green bean       | Green pea        | Edamame          | Herb             |
| Green pea        | Herb             | Edamame          | Kale             |
| Herb             | Kale             | Edamame          | Kiwifruit        |
| Kale             | Kiwifruit        | Edamame          | Lentil           |
| Kiwifruit        | Lentil           | Edamame          | Lima bean        |
| Lentil           | Lima bean        | Edamame          | Mango            |
| Lima bean        | Mango            | Edamame          | Medicinal herb   |
| Mango            | Medicinal herb   | Edamame          | Mint             |
| Medicinal herb   | Mint             | Edamame          | Moroccan spice   |
| Mint             | Moroccan spice   | Edamame          | Onion            |
| Moroccan spice   | Onion            | Edamame          | Parsnip          |
| Onion            | Parsnip          | Edamame          | Potato           |
| Parsnip          | Potato           | Edamame          | Radish           |
| Potato           | Radish           | Edamame          | Spinach          |
| Radish           | Spinach          | Edamame          | Summer squash    |
| Spinach          | Summer squash    | Edamame          |                  |
| Summer squash    |                  | Edamame          |                  |



**APPLES**

Refrigeration: Yes      Storage Temp: 35-40°F F

Ethylene Production: Very High      Display on Ice: No

Ethylene Sensitivity: High      Mist: No

**Handling and Storage:**

- Keep cool at all times.
- Fragile—DO NOT stack anything on top; apples bruise and scar easily.
- Shredded skin, bruising and scarring indicate loss of crispness and flavor—pull from display.

**Displaying:**

- DO NOT store or display near items that release a high or medium amount of ethylene gas, including apricots, avocados, bananas, cantaloupes, mangoes, nectarines, peaches, pineapples, and tomatoes.
- DO NOT store or display near the following ethylene sensitive items: avocados, bananas, bell pepper, broccoli, cabbage, carrots, chard, collards, cucumbers, kale, lettuce, green onions, mature dry onions, pears, spinach, and watermelons.

**Notes:** The soft paper "pillow" that apples are delivered in can be reused in the best of baskets for display.

The Food Trust Sell Healthy! Guide

St. Louis Healthy Corner Store Resource Guide

Healthy on the Block: Healthy Corner Store Toolkit

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Food trust: [http://thefoodtrust.org/uploads/media\\_items/phcsn-sell-healthy-guide.original.pdf](http://thefoodtrust.org/uploads/media_items/phcsn-sell-healthy-guide.original.pdf)

Apples: <http://www.urbanfoodlink.com/wp/wp-content/uploads/2013/03/HFHProduceGuide.pdf>  
 Healthy foods here

Fruit and veg chart: [http://www.bphc.org/whatwedo/healthy-eating-active-living/healthy-on-the-block/Documents/Healthy\\_On\\_The\\_Block\\_Toolkit.pdf](http://www.bphc.org/whatwedo/healthy-eating-active-living/healthy-on-the-block/Documents/Healthy_On_The_Block_Toolkit.pdf)  
 Boston public health

# Offer marketing technical assistance

## Communications:

<http://www.cdph.ca.gov/programs/cpns/Pages/RetailMerchandising.aspx>

- CDPH Retail Program
- The Food Trust

Bring in new customers

# Host nutrition events + kickoff events



**Communications: Live Well Greater Toledo Facebook page**

- Toledo-Lucas County
- Partnership: Firefighters



# Use social media



Communications: <https://www.youtube.com/watch?v=YdcfHpbNp-A>

- NYC Tag Healthswag
- Partnership: YMCA + youth

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About tag health swag: <http://healthiernyc.org/get-involved/taghealthswag/how-to-tag-healthswag/>

# Offer incentives to customers



## Whopper:

[https://www.google.com/search?q=buy+one+get+one+free&es\\_sm=93&tbm=isch&bo=u&source=univ&sa=X&ei=G4feVJCKNM-MoQT13ICYBg&ved=0CCYQsAQ&biw=1920&bih=955#imgdii=\\_&imgrc=TEhH6d8H-RUssM%253A%3Bf5mwtMGy5bTqKM%3Bhttp%253A%252F%252Fcdn2.moneysavingmom.com%252Fwp-content%252Fuploads%252F2011%252F12%252FScreen-shot-2011-12-06-at-7.01.56-AM1.png%3Bhttp%253A%252F%252Fmoneysavingmom.com%252F2011%252F12%252Fburger-king-buy-one-get-one-free-whoppers-through-december-11-2011.html%3B501%3B462](https://www.google.com/search?q=buy+one+get+one+free&es_sm=93&tbm=isch&bo=u&source=univ&sa=X&ei=G4feVJCKNM-MoQT13ICYBg&ved=0CCYQsAQ&biw=1920&bih=955#imgdii=_&imgrc=TEhH6d8H-RUssM%253A%3Bf5mwtMGy5bTqKM%3Bhttp%253A%252F%252Fcdn2.moneysavingmom.com%252Fwp-content%252Fuploads%252F2011%252F12%252FScreen-shot-2011-12-06-at-7.01.56-AM1.png%3Bhttp%253A%252F%252Fmoneysavingmom.com%252F2011%252F12%252Fburger-king-buy-one-get-one-free-whoppers-through-december-11-2011.html%3B501%3B462)

## Dominoes:

[http://www.google.com/imgres?imgurl=http://www.harrowvouchers.co.uk/wp-content/uploads/dominopizzagetfree.jpg&imgrefurl=http://www.londondiscountvouchers.com/dominos-buy-one-get-one-free/&h=300&w=300&tbnid=LSE2ep8LCF-NDM:&zoom=1&docid=jbXmqc2oUCz3mM&ei=NYfeVIKHIomoogT2\\_4DgAQ&tbm=isch&ved=0CBgQMygQMBA4ZA](http://www.google.com/imgres?imgurl=http://www.harrowvouchers.co.uk/wp-content/uploads/dominopizzagetfree.jpg&imgrefurl=http://www.londondiscountvouchers.com/dominos-buy-one-get-one-free/&h=300&w=300&tbnid=LSE2ep8LCF-NDM:&zoom=1&docid=jbXmqc2oUCz3mM&ei=NYfeVIKHIomoogT2_4DgAQ&tbm=isch&ved=0CBgQMygQMBA4ZA)

- Baltimore healthy stores

Help stores accept  
WIC and SNAP



- St. Louis
- Michigan double up food bucks
- Partnership: Idaho Farmers' Market Association + Family Medicine Residency of Idaho Network

Renovate the store

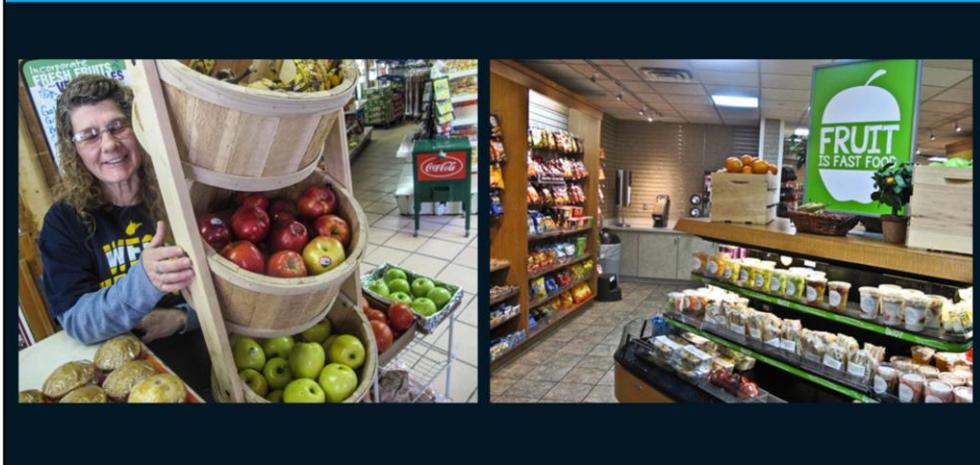
## Renovation help can include:

- ✓ Offering loans or grants 
- ✓ Providing free or low-cost equipment
- ✓ Improving the façade

*Make it easier  
to do business*



# Reduce administration requirements, fees or taxes



**Communications:** <http://trythiswv.com/wp-content/uploads/2013/08/2.-fresh-produce.-convenience-stores.jpg>

Left: Amma Quick Stop in West Virginia

Right: Turnpike convenience store

- Mid-Ohio Valley
- Partnership: Worked with environmental health on this idea

# Connect storeowners to loan or grant programs



## Communications: Photo credit

- Oklahoma
- Rural energy efficiency loan
- USDA rural business loan and grant programs
- Resource: webinar on federal funding

# Lower storeowner costs for healthy products



## Communications:

[http://www.newhavenindependent.org/index.php/archives/entry/healthy\\_stores/](http://www.newhavenindependent.org/index.php/archives/entry/healthy_stores/)

- New Haven
- Baltimore

# Guidelines for incentives

-  Establish standards
-  Align incentives to level of risk
-  Link incentive to desired change
-  Ask owner to contribute to incentive cost



Think about...

- How difficult is the change?
- What kind of support does the owner need?
- Will the incentive package prepare the retailer to go it alone?

questions?

# lessons from the field



**Title here**



Guest photo here



**Guest speaker slides TBD**

**GUEST SLIDES TBD**

**Guest speaker slides TBD**

*questions?*

ChangeLabSolutions



*Thank You!*

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