



Network for a Healthy California-- Retail Program

Why Retail?

- Retail interventions help customers choose healthy foods and increase sales for retailers.
- Food demonstrations, sampling, and in-store nutrition education are significant purchase drivers for low-income Californians.
- In Federal Fiscal Year (FFY) 2011, Latinos and African Americans made up over two-thirds of participants reached in the California *Retail Program*.

What is the Retail Program?

- Evidence-based *Program* since 1996, which includes in-store merchandising, food demonstrations, store tours, and facilitating partnerships between the retailer and the community.
- Strong partnerships with corporate retail/produce industries, CalFresh Outreach, and the WIC (Women, Infants & Children Program) Local Vendor Liaison Initiative.
- More than 14,000 California stores qualify for the *Retail Program*. See “County Characteristics At-A-Glance” for the number of current store partners in each county.
- Promotions like food demos make it easy to reach low-income consumers for a reasonable cost.
- Fruit & Veggie Fest is an award-winning annual social marketing event, featuring fun and educational activities to empower consumers to make healthy, active living a priority.
- Complementary Program to CX³ (*Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention*) Food Availability, Marketing Store, Store Environment Safety, and Walkability interventions.

Retail Program Resources

- [Retail Program Staff Guide](#) password: 4retailgm
- [Retail Program English & Spanish Merchandising Materials](#)
- [Harvest of the Month](#)
- [Produce Quick Tips](#)
- [Food Demonstration Training Kit](#)
- [Culturally competent cookbooks](#)
- [Fruit & Vegetable Store Tour Guide](#)
- [Retail Fruit and Vegetable Marketing Guide](#)
- [Harnessing the Power of Supermarkets to Help Reverse Childhood Obesity](#)

Recommendations for Local Health Department Scopes of Work

Scope of Work Requirement	Residents	Retailers /Staff	Store Promotions	Partners	Access	Technical Assistance	Staffing Full-Time Equivalent	Minimum Budget Allocation
Baseline Only	1,500	10	20	1	1	1	0.25	\$ 30,000
Baseline + 1 Optional	7,500	25	50	2	2	1	0.5	\$ 60,000
Baseline + 2 Optional	18,000	45	90	4	4	1	0.75	\$ 90,000
Baseline + 3 Optional	32,500	65	130	6	6	2	1	\$ 120,000
Baseline + 4 Optional	48,000	75	150	8	8	2	1.25	\$ 145,000
Baseline + All 5 Optional	56,000	90	180	10	10	3	1.5	\$ 170,000