Increasing Healthy Food Access at Corner Stores: Current Efforts in NJ

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The Food Trust
http://www.youtube.com/watch?v=9VIs1XIHK3c&feature=youtu.be
Why Corner Stores?

• Significant source of food, particularly in food deserts
• Frequent destination for children:
  • 42% students shop 2 times/day; 53% once a day
  • 356 calories per purchase
• Supports local businesses; revitalizes neighborhoods

Barriers to Fresh Food in Corner Stores

- Infrastructure limitations
- Set of skills required
- Supplier – retailer gap
- Perception of customer demand
Healthy Corner Stores in New Jersey

• Current and emerging efforts underway across the state, including:
  – Camden
  – Irvington
  – Newark
  – New Brunswick
  – Salem
  – Trenton
  – Vineland and Atlantic City

• Resources available including marketing materials and mini-grants

• Additional training for WIC vendors
Healthy Food Marketing Campaign

Fresh Produce Sold Here!

NON-FAT, SKIM OR 1% LOW-FAT
milk, yogurt, cheese

WHOLE MILK/SUGAR ADDED
milk, yogurt, cheese

HIGH-FAT
cream, butter, ice cream, cream cheese

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NJDOH WIC Partnership

Special opportunity for two NJDOH units to work together on a shared goal: promote access to healthy food.

• Timed to take advantage of a WIC policy change & mandatory WIC face to face vendor training
• Supplemental training on selling healthy food
• Evaluation to identify future technical assistance needs
Post-Training Evaluation

• 197 stores interested in more technical assistance
• 60% of small stores stocked fewer than 10 varieties of fresh product
• Concerns about stocking fresh fruit and vegetables include waste/spoilage, marketing and profitability
• Trainings requested include educating consumers, business management/planning, and funding/financing operations.
Case Study: Camden Healthy Corner Store Network

- 34 Participating corner stores
  - 8 new healthy products per store
  - In-store nutrition education and healthy recipe demos
  - “Heart Bucks” coupons for healthy products
Before

Freddie’s Grocery
Camden, NJ

After

Boxes of produce on the ground

Organized refrigerator and shelving
Education and Community Engagement

- In-store Nutrition Education
- Cooking demos
- Health Screenings
- Youth Leadership
Thank You

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